

2025 Sharing Information on Progress (SIP) Report

College of Management,
Mahidol University

July 2025

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About College of Management, Mahidol University

Contributors

- Nattavud Pimpa

About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet. PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“ *The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).* ”

Antonio Guterres

Secretary-General (2017 - Present)
United Nations

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of "Agenda 2030" are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about your organization, including key details and basic institutional data. These elements serve as a starting point for your SIP report, can be copied annually, and typically require minimal updates from year to year.

1. Mission

1.1 Mission

Subjects

- Business Administration
- Sustainable Development

Provide supporting context

Vision

To be a leading international graduate school of management in Asia that develops responsible global leaders through innovative education, research, and engagement.

2. Vision

2.1 CMMU's Vision

Subjects

- Sustainable Development
- Responsible Management Education
- Human Resources

Provide supporting context

Vision Statement:

Wisdom of the Land in Management Education

The College of Management, Mahidol University (CMMU) envisions itself as a **center of excellence in management education** rooted in the timeless values and cultural richness of Thailand – the “Wisdom of the Land” – while embracing global standards of innovation, ethics, and leadership.

“**Wisdom of the Land**” reflects a deep respect for Thai cultural heritage, management culture, social harmony, and the pursuit of knowledge for the greater good. At CMMU, this wisdom is integrated into a modern, internationalized curriculum that blends **local insight with global relevance**. It shapes not only what is taught, but how it is taught – with a strong emphasis on ethical decision-making, sustainable development, community responsibility, and inclusive leadership. By anchoring its vision in this concept, CMMU aspires to:

- **Preserve and promote Thai management values** such as integrity, respect, and social responsibility in the development of future leaders.
- **Serve as a bridge between Eastern and Western management philosophies**, offering students a unique perspective that is both global in outlook and deeply connected to local contexts.
- **Contribute to Thailand's national development** by equipping graduates with the skills and wisdom to lead across sectors with foresight and compassion.
- **Position Thailand as a knowledge hub for responsible and sustainable management education** in the ASEAN region and beyond.

CMMU's vision, "Wisdom of the Land in Management Education," is a commitment to cultivating leaders who are not only competent and globally competitive, but also grounded in ethical values, social understanding, and a sense of responsibility to their communities and the world.

3. Strategy

3.1 CMMU's Strategy

Subjects

- Business Administration

Provide supporting context

Quality and Future-Oriented Education

CMMU designs its programs to combine academic rigor with real-world application. By incorporating sustainability, digital transformation, and ethical leadership into the curriculum, CMMU ensures that its graduates are equipped with the competencies needed for the rapidly evolving global business environment.

Responsible Research and Societal Impact

The College promotes research that addresses current and emerging issues in management, particularly in the context of Southeast Asia. Priority is given to research that supports the UN Sustainable Development Goals (SDGs), advances human rights in business, and contributes to inclusive and sustainable economic development.

Strategic Partnerships and Engagement

CMMU actively builds partnerships with industry, government, civil society, and international academic networks. These collaborations enable co-created learning experiences, practical insights for students, and joint action on sustainability challenges.

Internal Excellence and Global Recognition

Through continuous improvement in governance, faculty development, digital infrastructure, and accreditation processes, CMMU ensures high standards in management education. The College aligns with frameworks such as **AACSB**, **PRME**, and national quality assurance systems to benchmark its impact and effectiveness.

4. Strategy Alignment

4.1 Alignment

Subjects

- Business Law
- Responsible Management Education
- Sustainable Development

Provide supporting context

Alignment of CMMU's Strategic Priorities with Sustainable Development, the Common Good, and Quality Education

The College of Management, Mahidol University (CMMU) strategically integrates sustainable development, the common good, and quality education into its core institutional priorities. This alignment is guided by global frameworks such as the **UN Sustainable Development Goals (SDGs)** and the **Principles for Responsible Management Education (PRME)**, as well as national higher education priorities in Thailand.

1. Advancing Sustainable Development

CMMU embeds sustainability across academic programs, research agendas, and outreach initiatives. The College emphasizes key SDGs such as:

- **SDG 4 (Quality Education)** through innovative teaching methods and curriculum reforms,
- **SDG 5 (Gender Equality)** and **SDG 10 (Reduced Inequalities)** through DEI initiatives and research on LGBTQ+ inclusion in business,
- **SDG 12 (Responsible Consumption and Production)** through coursework in circular economy and sustainable entrepreneurship, and
- **SDG 13 (Climate Action)** by promoting climate change education across disciplines and executive training.

2. Fostering the Common Good

CMMU promotes the common good by engaging students and faculty in socially impactful projects. These include:

- Collaborations with the **Thailand Institute of Justice** on economic empowerment for vulnerable populations (e.g., ex-prisoners and migrant workers),
- Partnerships with **Bangkok Rainbow** and NGOs to build business skills for marginalized LGBTQ+ entrepreneurs,
- University-wide initiatives co-led by CMMU on **ESG literacy** for all Mahidol University students.

These projects encourage inclusive and ethical decision-making, aligning business practices with societal well-being.

3. Ensuring Quality and Future-Ready Education

CMMU maintains a strong commitment to pedagogical innovation by:

- Integrating **AI, digitalization, and sustainability skills** into its Master of Management programs,
- Offering **interdisciplinary and applied research training** that links management theory to practice,
- Delivering **lifelong learning and MOOCs** such as "ESG for Sustainable Development," co-developed with the Department of Physical and Environmental Health.

These strategies prepare students to become responsible, future-ready leaders who can respond to global and local challenges.

5. Institutional History

5.1 Our Story

Subjects

- Corporate Social Responsibility (CSR)
- Eco-design
- Environmental Economics

Provide supporting context

1. The College of Management, Mahidol University, was born out of the academic conference on the "Science and Technology Management Project" held on 27 May 1993 and the "Interdisciplinary Graduate Studies" held by the Graduate School, Mahidol University on 12-13 September 1993 to enhance the potential of the subjects already taught and to produce graduates in management to help develop the country's economy and society in the future. **A Premier Graduate School of Management in Asia**

2. The College of Management, Mahidol University (CMMU), is recognized as one of Thailand's leading institutions for graduate-level business education. With a strong foundation in academic excellence and practical relevance, CMMU is shaping the next generation of innovative and responsible leaders in Southeast Asia and beyond.
3. **Global Perspective, Local Relevance**
4. CMMU combines international best practices with deep regional insight. Its programs are designed to equip students with global competencies while addressing the unique challenges and opportunities within the ASEAN business context.
5. **Innovative, Impact-Driven Education**
6. CMMU offers dynamic programs that integrate sustainability, innovation, and technology. The College is at the forefront of transforming management education by embedding ESG, digital transformation, and responsible leadership into all levels of learning.
7. **Strong Industry and International Linkages**
8. With an extensive network of partnerships across academia, industry, and the public sector, CMMU provides students with valuable experiential learning opportunities, executive networking, and global exposure. The College collaborates with international institutions to promote knowledge exchange, joint research, and academic mobility.
9. **Commitment to Societal Impact and Sustainable Development**
10. CMMU is a proud member of the United Nations Principles for Responsible Management Education (PRME) and a key driver of sustainability education in Thailand. Its initiatives empower students and faculty to address complex societal challenges, from climate change and inclusive business to digital ethics and human rights at work.
11. **Excellence in Research and Thought Leadership**
12. CMMU fosters a research culture that emphasizes both academic quality and social relevance. Faculty research spans topics such as sustainable entrepreneurship, digital economy, public policy, health management, and diversity in the workplace—helping to shape policy and business practice across sectors.
13. **Diverse, Multicultural Learning Environment**
14. Located in the heart of Bangkok, CMMU provides a vibrant and inclusive learning environment. Its diverse student body, drawn from across Thailand and around the world, enhances cross-cultural learning and global understanding.

6. Graduates

530

7. Degrees Offered

- Master of Management (MM)
- Doctor of Philosophy (Ph.D.)
- Doctor of Business Administration (D.B.A.)

8. Faculty & Staff at the University

2000

9. Faculty & Staff at the Institution

21

10. Student Enrollment at the University

30000

11. Student Attendance at the Institution

500

12. Student Attendance at the Institution

0

13. Student Attendance at the Institution

450

14. Student Attendance at the Institution

20

15. Student Attendance at the Institution

200

16. Undergraduate Degree Programmes

16.1 CM-M Credit

Degree Type

Associate of Science (A.S.)

Department

Management

Degree Programme Subject

Business Management Administration

Director Full Name

Triyuth Promsiri

17. Masters Degree Programmes

17.1 Degree Program

Degree Type

Master of Business Administration (M.B.A.)

Department

Management

Degree Programme Subject

Business Management Administration

Director Full Name

Suthep Nimsai

18. Postgraduate Degree Programmes

18.1 Ph.D. Program

Degree Type

Doctor of Philosophy (Ph.D.)

Department

Management

Degree Programme Subject

Management ESG Sustainability

Director Full Name

Phillip Hallinger

19. Certificates, Professional Development, or Associate Programmes

19.1 Senior Executive Education

Degree Type

Professional Development Diploma

Department

Business Administration

Degree Programme Subject

Business Administration and AI

Director Full Name

Parisa roonruang



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

20. Define Purpose

CMMU's internal operations, culture, and governance reflect the values of responsibility and accountability to society and the planet. This means "walking the talk" within the institution itself. We adopt environmentally friendly practices in campus management (e.g., energy efficiency, waste reduction, sustainable procurement) and promoting diversity, equity, and inclusion internally.

21. Institutional Engagement

26% - 50%



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



22. RME Lead

- Interdisciplinary efforts across business school
- Individual leader

23. Define Values

In this context, values are guiding principles shaping decisions and actions toward societal and environmental responsibility. At CMMU, values reflect our commitment to ethical leadership, practical learning, and sustainability—ensuring our graduates drive positive impact for communities, businesses, and the planet through accountable and responsible management practices.

24. Student Awareness

76% - 100%

25. Student Engagement

51% - 75%

26. Values Voices

26.1 The Food Waste Group at CMMU

Subjects

- Environmental Economics
- Eco-design

Provide supporting context

32 Staff members at the College of Management, Mahidol University have joined a seminar and working group on food waste management strategies from food and food sustainability by Associate Professor Nattavud Pimpa from the College of Management on April 9, 2015 at 13.30 to 16.30. The main objective of the training is

- Creating awareness of food waste problems,
 - Creating joint planning and strategies to buy food that are suitable for consumption,
 - Developing of basic strategies for the College of Management for Zero Food Waste Business School.
- The activities are organized in the form of lectures and games. Design of joint policies and brainstorming of members of the College of Management in order to achieve sustainable development goals 12 (Sustainable Production and Consumption.)



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



27. Define Teach

At CMMU, teach means creating transformative learning experiences that embed responsible management, sustainability, and ethical leadership into curriculum and pedagogy. We emphasize experiential, learner-centered approaches that equip students with practical skills and values to lead responsibly and drive positive impact in business, society, and the environment.

28. Courses

28.1 Thai Economy in the Global Context

Course code

MGMG 506

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Corporate Governance and Ethical Leadership
- Crisis Management and Business Resilience
- Business Process Optimization and Continuous Improvement
- Sustainable Leadership and Social Impact
- Strategic Planning and Execution
- Stakeholder Management and Corporate Responsibility

My course implements the following pedagogies:

- Case Method

Course Description

This course equips students with strong economic reasoning, applied analytical skills, and the ability to interpret national and global economic forces which is grounded in sustainability principles to support effective business leadership in Thailand's evolving economy with a dynamic global context.

Tell us about the impact you're making on your students

SDG 1 – No Poverty: End poverty in all its forms everywhere Relevance to the course: • Macroeconomics modules on GDP, business cycles, and fiscal/monetary policy equip students to assess how government interventions (like social safety nets, progressive taxation, or subsidies) can reduce poverty. • Microeconomics topics—consumer choice, firm behavior, resource allocation—help future managers and entrepreneurs understand inclusivity by designing products and services that meet needs of low-income populations. SDG 8 – Decent Work & Economic Growth: Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all Course application: • Understanding sustainable growth through macroeconomic frameworks (AD–AS, GDP growth). • Exploring job and income growth, labor markets, and firm decision-making about hiring

and wages. • Examining entrepreneurship and firm behavior across different market structures—key to promoting innovation, enterprise development, and youth employment. **SDG 12 – Responsible Consumption & Production:** Ensure sustainable consumption and production patterns How the course contributes: • Cost structures and consumer demand/supply analysis helps students evaluate efficient resource use and externalities (e.g., environmental impacts). • Government policies (taxes, subsidies, regulations) can be analyzed using macro frameworks to curb waste, regulate pollution, and encourage recycling and sustainable business practices. • By guiding students in analyzing trade-offs and cost–benefit scenarios, the course fosters sustainable decision-making at firm and policy levels. **SDG 17 – Partnerships for the Goals:** Strengthen means of implementation & revitalize global partnership for sustainable development Course alignment: • International trade and balance of payments modules teach exchange rate dynamics, cross-border investment, and global economic linkages. • Analysis of public-private partnerships, international financial flows, and technology transfer underscores multi-stakeholder collaboration—critical for mobilizing knowledge, finance, and policies toward SDGs

Relevant SDGs addressed through the course



SDG 1 No Poverty



SDG 8 Decent Work
and Economic
Growth



SDG 12
Responsible
Consumption and
Production



SDG 17
Partnerships for
the Goals - 12
weeks

Upload your syllabus

506 CMMU Thai Economy in the Global Context Syllabus 2025

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Upload your presentations

SDGs 5 core courses Thai program

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28.2 Strategic Marketing Management

Course code

MGMG 508

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Business Process Optimization and Continuous Improvement
- Strategic Planning and Execution

My course implements the following pedagogies:

- Case Method

Course Description

1. MGMG 508 – Strategic Marketing Management This course is a deep dive into how marketing works and practical decision-making techniques. As a result, this course emphasizes how to create smart, strategic marketing plans by combining analytical tools and sustainability thinking. It also explains how marketing fits into the bigger picture of running a successful organization. Moreover, it is closely integrated with the United Nations' Sustainable Development Goals (SDGs), with a particular focus on:

Tell us about the impact you're making on your students

- SDG 3 – Good Health & Well Being: Students study marketing strategies to support public health efforts such as encouraging healthier behaviors, running public education campaigns, and responsibly promoting wellness related products by applying commercial marketing tools to achieve social good and behavior change
- SDG 8 – Decent Work & Economic Growth: Strategic marketing supports inclusive economic growth by helping businesses deliver value and create decent work .
- SDG 12 – Responsible Consumption & Production: Students prioritize encouraging eco-friendly consumption by embracing circular economy principles and ethical marketing practices and also design strategies that minimize waste and promote sustainable consumption.
- SDG 17 – Partnerships for the Goals: Collaborative group projects and integrated marketing planning foster multi-departmental teamwork and stakeholder engagement.

Relevant SDGs addressed through the course

SDG 3 Good Health
and Well-Being



SDG 8 Decent Work
and Economic
Growth



SDG 12
Responsible
Consumption and
Production



SDG 17
Partnerships for
the Goals - 6 weeks

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508 CMMU Marketing Syllabus 2025

View document [↗](#)**Upload your reading materials**

Recommended Text MGMG 508

View document [↗](#)**Upload your presentations**

SDGs 7 core courses inter program

View document [↗](#)**28.3 Financial Management****Course code**

MGMG 513

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Decision-Making and Problem-Solving Strategies

My course implements the following pedagogies:

- Case Method

Course Description

This course delivers practical insights into modern financial decision-making which is supported by ethical, sustainable, and globally responsible practices. Then it advances students' technical expertise, entrepreneurial capabilities, and social responsibility. As a result, graduates who are not only skilled in finance but also committed to directing resources toward a sustainable future. Moreover, this course is closely integrated with the United Nations' Sustainable Development Goals (SDGs), with a particular focus on:

Tell us about the impact you're making on your students

• **SDG 4 – Quality Education:** This course offers both Interactive Learning Tools and Continuous Skill Assessment such as hands-on simulations whether in form of Excel models, classroom games, or software platforms, reinforces analytical and decision-making skills, regular quizzes, peer reviews, and applied projects ensure measurable gains in finance know-how and critical thinking. Therefore, students will be able to gain competency in financial statement analysis, cash flow forecasting, capital budgeting, and valuation techniques using real-world data and case studies.

• **SDG 9 – Industry, Innovation, and Infrastructure:**

- o **Entrepreneurial Finance Toolkit:** Curriculum includes frameworks for raising capital (e.g., bootstrapping, venture capital), scaling startups, and risk mitigation.
- o **Innovation Project Pitching:** Students develop finance plans for disruptive business models such as think green tech, digital platforms, or social enterprises and pitch to peers or external advisors.
- o **Infrastructure Impacts in Investment:** Analyses cover financing for sustainable infrastructure such as public transport, digital systems, and clean energy grids.

• **SDG 12 – Responsible Consumption & Production & SDG 13 – Climate Action:**

- o **ESG Integration in Capital Budgeting:** Project evaluation frameworks factor in environmental externalities—carbon emissions, water footprints, waste reduction—alongside financial returns.
- o **Carbon Pricing & Climate Risk Management:** Students perform scenario-based valuations that incorporate carbon taxes or climate extremes, understanding their impacts on asset valuation, financial returns, and capital structure.
- o **Impact Reporting and Auditing:** Training includes preparing ESG disclosures, social impact metrics, and sustainability audits—skills critical for both public companies and mission-driven organizations.

• **SDG 17 – Partnerships for the Goals:**

- o **Cross-Sector Finance Collaboration:** Coursework emphasizes blended finance and mobilizing private capital in partnership with governments, NGOs, and multilaterals.
- o **Multi-Stakeholder Group Projects:** Students team up to develop financing strategies that align corporate, nonprofit, and public sector interests which in promoting joint investment in sustainable infrastructure or community development.

Relevant SDGs addressed through the course

SDG 4 Quality Education



SDG 9 Industry, Innovation and Infrastructure



SDG 12 Responsible Consumption and Production



SDG 17 Partnerships for the Goals - 12 weeks

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513 CMMU Finance syllabus 2025

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Basic textbook Finance 513

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SDGs 7 core courses inter program

[View document](#)**28.4 The Asian Economies in the Global Context****Course code**

MGMG 515

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Decision-Making and Problem-Solving Strategies
- Strategic Planning and Execution
- Stakeholder Management and Corporate Responsibility
- Crisis Management and Business Resilience

My course implements the following pedagogies:

- Case Method

Course Description

This course examines the theory and application of micro and macroeconomics. With blending core economics with SDG-aligned outcomes, this course equips students to use economic theory and policy tools not just for growth, but also for sustainable, equitable, and environmentally conscious development especially relevant in Asia's evolving economies (aligning with SDGs).

Tell us about the impact you're making on your students

SDG Alignment: • SDG 1 – No Poverty: Enabled by policies promoting job growth and equitable macroeconomic expansion. • SDG 2 – Zero Hunger: Supports food security through stable macroeconomic frameworks. • SDG 8 – Decent Work & Economic Growth: Central to understanding employment, GDP, productivity, and policy effectiveness. • SDG 9 – Industry, Innovation & Infrastructure: Ties to production, firm structure, and trade/global integration. • SDG 10 – Reduced Inequalities: Addresses income distribution, wage disparities, trade fairness, economic inclusion. • SDG 12 – Responsible Consumption & Production: Via resource efficiency and externalities in micro and macro contexts. • SDG 13 – Climate Action: Through economic tools for environmental externalities and green policy. • SDG 17 – Partnerships for the Goals: Multi-stakeholder cooperation, financing, policy alignment, capacity-building, data, tech partnerships across borders. It is not just teaching economics. It is about preparing students to leverage global partnerships, data systems, trade frameworks, and technology transfers to drive equitable, resource-efficient, and climate-resilient economic development in Asia.

Relevant SDGs addressed through the course



SDG 1 No Poverty



SDG 2 Zero Hunger



SDG 8 Decent Work
and Economic
Growth



SDG 9 Industry,
Innovation and
Infrastructure



SDG 10 Reduced
Inequalities



SDG 12
Responsible
Consumption and
Production



SDG 13 Climate
Action



SDG 17
Partnerships for
the Goals - 12
weeks

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515 CMMU Economics Syllabus

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Required Course Material 515 Economics

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SDGs 7 core courses inter program

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28.5 Managing People in Organizations

Course code

MGMG 547

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Agile Leadership and Change Management
- Corporate Governance and Ethical Leadership
- Decision-Making and Problem-Solving Strategies
- Diversity and Inclusion in Leadership
- Employee Motivation and Organizational Behavior
- Managing High-Performance Teams

- Organizational Culture and Employee Engagement
- Power and Influence in Leadership
- Sustainable Leadership and Social Impact

My course implements the following pedagogies:

- Case Method

Course Description

This course explores people management in complex organizational environments by analyzing how leaders influence key “independent” elements such as individuals, teams, structure, culture, and external conditions to drive “dependent” outcomes like productivity, retention, commitment, innovation, and social responsibility.

Through building emotional intelligence (EQ) and applying organizational behavior theories, students learn how to manage people, work processes, and ethical dilemmas. Moreover, this course emphasizes how effective people management contributes to sustainable and equitable organizational performance, aligning leadership skills with global development goals.

Tell us about the impact you're making on your students

SDG Integration Highlights: • SDG 3 (Good Health & Well being): Enhances employee mental and emotional health through EQ development and supportive environments. • SDG 5 (Gender Equality): Builds equitable leadership frameworks that support gender balance and inclusion. • SDG 8 (Decent Work & Economic Growth): Promotes fair employment, well-being, and efficient work through improved leadership and management practices. • SDG 10 (Reduced Inequalities): Encourages diversity, equal opportunity, and inclusive cultures that reduce workplace discrimination. • SDG 16 (Peace, Justice & Strong Institutions): Fosters ethical decision-making, accountability, and trust via positive organizational behavior.

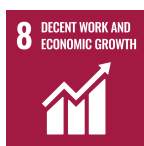
Relevant SDGs addressed through the course



SDG 3 Good Health
and Well-Being



SDG 5 Gender
Equality



SDG 8 Decent Work
and Economic
Growth



SDG 10 Reduced
Inequalities



SDG 16 Peace,
Justice and Strong
Institutions

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547 CMMU MPO syllabus 2025

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Upload your reading materials

Required Textbook MGMG547

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Upload your presentations

SDGs 7 core courses inter program

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28.6 Managing Business Information and Emerging Technologies

Course code

MGMG 598

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Digital Transformation and Leadership
- Strategic Planning and Execution
- Project Management and Agile Methodologies

My course implements the following pedagogies:

- Case Method

Course Description

This course teaches how information systems (IS) empower organizations with data, technology, and strategic tools to enhance competitive advantage and operational efficiency. Through a hands-on group term project, students assess a real organization's IS needs and design solutions to drive strategy and efficiency. Also this course not only teaches essential IS frameworks and technologies, but also aligns student projects with broader sustainability goals which will be preparing them to implement strategic, SDG-aligned tech solutions in real-world businesses.

Tell us about the impact you're making on your students

SDG Alignment: • SDG 9 (Industry, Innovation & Infrastructure): Teaching ERP and integrated IS supports resilient infrastructure and industrial innovation. • SDG 12 (Responsible Consumption & Production): Well-designed IS streamline operations, reduce waste, and improve resource efficiency. • SDG 17 (Partnerships for the Goals): The group project fosters collaboration and capacity-building—a microcosm of multi-stakeholder partnerships.

Relevant SDGs addressed through the course

**SDG 9 Industry,
Innovation and
Infrastructure**



**SDG 12
Responsible
Consumption and
Production**



**SDG 17
Partnerships for
the Goals - 12
weeks**

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598 CMMU MBI 2025

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Resource MGMG598

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SDGs 7 core courses inter program

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28.7 Managerial Decision Skill

Course code

MGMG 523

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Decision-Making and Problem-Solving Strategies
- Executive Leadership and Strategic Thinking
- Sustainable Leadership and Social Impact
- Strategic Planning and Execution
- Succession Planning and Talent Development
- Project Management and Agile Methodologies
- Time Management and Productivity Strategies

My course implements the following pedagogies:

- Case Method

Course Description

This course builds students' decision-making skills through psychological foundations, storytelling, and creativity, while highlighting common biases ("blindsight") that can derail logical outcomes. This is reinforced through hands-on exercises and presentations, emphasizing practical tools, emotional intelligence, and communication. Its outlining highlights how students not only gain advanced cognitive and interpersonal capabilities but also contribute to sustainable development by fostering integrity, inclusivity, and informed leadership.

Tell us about the impact you're making on your students

SDG Integration: • SDG 4 (Quality Education): Enhances critical thinking, creativity, and decision-making abilities, essential life skills through interactive, experiential learning. • SDG 8 (Decent Work & Economic Growth): Enables more effective, ethical, and inclusive decision-making in professional contexts. • SDG 16 (Peace, Justice & Strong Institutions): Promotes sound, transparent, and bias-aware decisions, nurturing trust and accountability in organizations and society.

Relevant SDGs addressed through the course



SDG 4 Quality
Education



SDG 8 Decent Work
and Economic
Growth



SDG 16 Peace,
Justice and Strong
Institutions

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523 CMMU Decision-skill 2025

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SDGs 7 core courses inter program

View document **28.8 Strategic Management****Course code**

MGMG 509

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Strategic Planning and Execution
- Decision-Making and Problem-Solving Strategies
- Stakeholder Management and Corporate Responsibility
- Succession Planning and Talent Development
- Corporate Governance and Ethical Leadership
- Digital Transformation and Leadership
- Crisis Management and Business Resilience
- Business Process Optimization and Continuous Improvement
- Agile Leadership and Change Management

My course implements the following pedagogies:

- Case Method

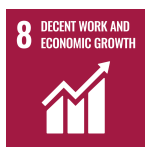
Course Description

This course equips future general managers with a comprehensive strategic toolkit from environmental analysis through strategy execution, also using real-life cases, analytic frameworks, and leadership principles to drive organizational success in complex, dynamic markets to lead strategically, responsibly, and sustainably. They not only manage performance effectively but also drive purposeful impact in alignment with global development priorities.

Tell us about the impact you're making on your students

• Systems thinking & tools equip students to navigate complex sustainability-driven business environments (SDG 12, 17). • Strategic foresight connects firm-level performance with broader economic and industry outcomes, advancing SDG 8 and SDG 9 agendas. • Data-driven analysis ensures strong institutional practices and informed decision-making, anchoring SDG 16 and SDG 17 principles. • Real-world case studies illuminate leadership in global partnerships, sustainability innovation, and responsible management—key to SDG 17, SDG 9, and SDG 12.

Relevant SDGs addressed through the course



SDG 8 Decent Work
and Economic
Growth



SDG 9 Industry,
Innovation and
Infrastructure



SDG 12
Responsible
Consumption and
Production



SDG 16 Peace,
Justice and Strong
Institutions



SDG 17
Partnerships for
the Goals - 12
weeks

Upload your syllabus

509 CMMU Strategic Mgt Syllabus 2025

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Upload your reading materials

REQUIRED COURSE MATERIALS MGMG509

[View document](#)

Upload your presentations

SDGs 7 core courses inter program

[View document](#)

28.9 Digital Business Management

Course code

MGMG757

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Digital Transformation and Leadership
- Strategic Planning and Execution
- Corporate Governance and Ethical Leadership
- Sustainable Leadership and Social Impact
- Project Management and Agile Methodologies

My course implements the following pedagogies:

- Case Method

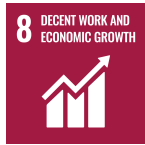
Course Description

This course ensures that students gain a holistic understanding of the business role of digital systems, learn to analyze and plan adoption, and develop hands-on skills through a real-world project aligned with modern sustainability objectives. These helps preparing students to lead digital initiatives responsibly and sustainably.

Tell us about the impact you're making on your students

SDG Alignment • SDG 9 (Industry, Innovation & Infrastructure): fostering digital innovation and resilient IT infrastructures • SDG 8 (Decent Work & Economic Growth): boosting productivity via digital transformation • SDG 12 (Responsible Consumption & Production) & SDG 13 (Climate Action): promote green IT and sustainable digital operations. • SDG 17 (Partnerships for the Goals): leveraging cross-sector collaborations in implementing digital ecosystems

Relevant SDGs addressed through the course



SDG 8 Decent Work
and Economic
Growth



SDG 9 Industry,
Innovation and
Infrastructure



SDG 12
Responsible
Consumption and
Production



SDG 17
Partnerships for
the Goals - 25
weeks

Upload your syllabus

757 CMMU Digital Business Management Syllabus 2025

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Upload your reading materials

Resource Digital Business Management MGMG757

[View document](#)

Upload your presentations

SDGs 5 core courses Thai program

[View document](#)

28.10 Corporate Finance

Course code

MGMG 516

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Business Process Optimization and Continuous Improvement
- Crisis Management and Business Resilience
- Decision-Making and Problem-Solving Strategies
- Stakeholder Management and Corporate Responsibility
- Strategic Planning and Execution
- Sustainable Leadership and Social Impact
- Time Management and Productivity Strategies
- Succession Planning and Talent Development

- Managing High-Performance Teams
- Power and Influence in Leadership
- Corporate Governance and Ethical Leadership

My course implements the following pedagogies:

- Case Method

Course Description

This course delivers a comprehensive introduction to corporate finance, guiding students through the key decision domains: defining the firm's objectives and governance structure; analyzing financial statements and managing working capital; planning short-term financing using time value of money principles; valuing bonds and stocks; understanding risk, return, and the CAPM framework; determining the cost of capital; evaluating long-term investments via capital budgeting, cash flow estimation, and sensitivity ("what-if") analysis; measuring performance through Economic Value Added (EVA); assessing markets under various efficiency regimes; and revisiting governance and oversight mechanisms—all aimed at equipping learners with the analytical tools to maximize firm value, manage financial resources effectively, and ensure strategic accountability

Tell us about the impact you're making on your students

Course Summary (Aligned with SDGs) 1. Firm Objective & Governance – Redefine success: profit and sustainability (SDG 16,17) 2. Financial Analysis & Capital Management – Drive efficiency, reduce waste (SDG 12) 3. Valuation & Planning – Price in climate and ESG factor risk (SDG 13,8) 4. Capital Markets – Leverage green bonds & sustainable debt (SDG 7,9,11,13) 5. Investment Appraisal – Use EVA expansion & multi-scenario stress tests 6. Governance Revisited – Tie leadership incentives to SDGs 7. Market Dynamics – Embrace ESG disclosures for transparency (SDG 12,16)

Relevant SDGs addressed through the course



SDG 7 Affordable
and Clean Energy



SDG 8 Decent Work
and Economic
Growth



SDG 9 Industry,
Innovation and
Infrastructure



SDG 11 Sustainable
Cities and
Communities



SDG 12
Responsible
Consumption and
Production



SDG 13 Climate
Action



SDG 16 Peace,
Justice and Strong
Institutions



SDG 17
Partnerships for
the Goals - 12
weeks

Upload your syllabus

516 CMMU Corporate Finance Syllabus 2025

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Upload your reading materials

Text Books 516 Corporate Finance

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Upload your presentations

SDGs 5 core courses Thai program

[View document](#) 

28.11 Contemporary Management

Course code

MGMG 527

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Crisis Management and Business Resilience
- Business Process Optimization and Continuous Improvement
- Behavioral Science in Business Decision-Making
- Organizational Culture and Employee Engagement
- Strategic Planning and Execution
- Succession Planning and Talent Development
- Sustainable Leadership and Social Impact
- Stakeholder Management and Corporate Responsibility

My course implements the following pedagogies:

- Case Method

Course Description

This foundational management course equips students with both theoretical understanding and practical applications across the key functions of management—planning, organizing, leading, and controlling. Emphasizing ethics, corporate responsibility, strategy, innovation, change management, HR, communication, and quality, it encourages learners to actively apply these principles to real-world contexts through individual and group projects, quizzes, pitches, and exams. This course not only covers the essentials of management but embeds SDG related competencies and sustainability principles throughout its curriculum design.

Tell us about the impact you're making on your students

Alignment with Sustainable Development Goals SDG 4 – Quality Education • Competencies built: Systems thinking, critical thinking, collaboration, integrated problem-solving—core principles of sustainable development education. • Learning approach: Mix of theoretical and interactive learning sessions, group analysis, real-life application, and peer discussion aligns with UNESCO's active, transformative learning models. SDG 8 – Decent Work and Economic Growth • Covering ethics, organizational culture, HRM, leadership, and responsible decision-making prepares students to foster fair and sustainable workplaces—directly supporting SDG 8.4 (improved resource efficiency) and 8.5 (full employment and decent work conditions). SDG 9 – Industry, Innovation and Infrastructure • Emphasis on designing adaptive organizations, cultivating innovation, and managing change ties into SDG 9.1–9.5, promoting innovative, sustainable industrial systems. SDG 12 – Responsible Consumption and Production • Strategic planning, quality control, and corporate responsibility link directly to SDG 12 goals, teaching how to embed sustainability into operational and organizational processes. SDG 13 – Climate Action (Indirectly) • Through case studies, corporate culture discussions, and ethical reasoning, students develop awareness and sensitivity that can later be focused on climate-responsive business practices.

Relevant SDGs addressed through the course



SDG 4 Quality Education



SDG 8 Decent Work and Economic Growth



SDG 9 Industry, Innovation and Infrastructure



SDG 12 Responsible Consumption and Production



SDG 13 Climate Action

Upload your syllabus

527 CMMU Contemporary Management Syllabus 2025

[View document](#)

Upload your reading materials

Required Textbook 527 Contemporary Management

[View document](#)

Upload your presentations

SDGs 5 core courses Thai program

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28.12 Strategic Marketing Management

Course code

MGMG 508

Department

Management

The duration of my course is:

12 weeks

My course session format is:

3 one-hour session

My course learning outcomes are:

- Aligned with Bloom's Taxonomy (progressing from basic knowledge to higher-order thinking)

My course touches on the following concepts:

- Sustainable Leadership and Social Impact
- Corporate Governance and Ethical Leadership
- Stakeholder Management and Corporate Responsibility

My course implements the following pedagogies:

- Case Method

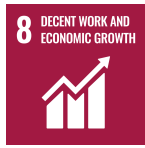
Course Description

This comprehensive course empowers students to master strategic marketing skills grounded in sustainability and data analytics, preparing them for leadership roles across diverse business environments.

Tell us about the impact you're making on your students

Alignment with SDGs and ethical marketing standards • SDG 12 (Responsible Consumption & Production): Emphasizes sustainable and green marketing practices, eco-labeling, and ethical promotion. • SDG 8 (Decent Work & Economic Growth) and SDG 9 (Industry, Innovation & Infrastructure): Integrates innovation in marketing strategy to drive sustainable business growth

Relevant SDGs addressed through the course



**SDG 8 Decent Work
and Economic
Growth**



**SDG 9 Industry,
Innovation and
Infrastructure**



**SDG 12
Responsible
Consumption and
Production**

Upload your syllabus

508 CMMU Strategic Marketing Management Syllabus 2025

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Upload your reading materials

Recommended Reading 508 Strategic Marketing Management

[View document](#)

Upload your presentations

SDGs 5 core courses Thai program

[View document](#)

29. Educator Recognition

- Faculty promotion and tenure consideration
- Course evaluation scores
- Annual teaching excellence awards
- Publication or research support

30. Teaching Voices

30.1 Seminar in Management: Sharing Knowledge with SME Entrepreneurs for a Sustainable Future

Subjects

- Corporate Social Responsibility (CSR)
- Renewable Energy Management
- Responsible Management Education
- Social Entrepreneurship
- Sustainable Development

Provide supporting context

At the College of Management, Mahidol University (CMMU), the course *Seminar in Management* exemplifies our commitment to the PRME Share Principle by fostering a culture of dissemination, co-creation, and practical impact. This course was designed in response to a critical gap in sustainability awareness and practices among

small and medium-sized enterprises (SMEs) in Thailand. While large corporations are increasingly familiar with ESG frameworks and sustainability standards, many SMEs lack the knowledge, tools, and networks to begin their sustainability journey. This course aims to bridge that divide.

A Collaborative Learning Model

The *Seminar in Management* course encourages postgraduate students to take on the role of sustainability ambassadors, translating academic knowledge into tools and actions that resonate with SME contexts. The course integrates three main components: classroom lectures on sustainability in business, online seminars with invited practitioners and SME leaders, and a field-based component where students work directly with SME owners from various industries. These engagements are not one-way transfers of knowledge; they are dialogues, where students learn from the realities of running a small business and SME owners gain access to sustainability know-how in a format that is practical and relevant.

From Concept to Practice: The Sustainability Toolbox

The final output of the course is a co-created **Toolbox for Sustainable Entrepreneurs**, which students develop in teams based on their research, fieldwork, and consultation with SME partners. The toolbox includes practical resources, such as sustainability self-assessment checklists, guidance on responsible sourcing, case examples of Thai SMEs adopting circular economy models, and communication templates for stakeholder engagement.

The completed toolbox is publicly accessible and published here:

Toolbox for Sustainable Entrepreneurs

Impact Through Sharing

By the end of the semester, students do not only learn about sustainability—they *practice* it through sharing. They disseminate their findings through public forums, social media campaigns, and a final showcase event attended by SME partners, industry mentors, and university leadership. The students' reflections consistently show that the experience of working with SMEs in real-world sustainability challenges deepens their understanding of both theory and practice. For SME owners, the course creates a rare space to access university-generated knowledge that is designed specifically with their needs in mind.

Contributing to Collective Learning

The *Seminar in Management* course embodies CMMU's belief that sharing is an act of empowerment. Through this course, we operationalize PRME's Share Principle by:

- Creating a living laboratory where students and SMEs learn from each other
- Disseminating applied knowledge in open-access, practitioner-friendly formats
- Building sustained relationships between the university and the SME sector

This course demonstrates how higher education can mobilize its intellectual resources to support the broader business community—and, in doing so, nurture a generation of responsible managers who are committed to inclusive and sustainable economic development.

31. Barriers to Innovative Curriculum

- Compliance and legal concerns
- Change fatigue
- Administrative resistance

32. Barriers to Innovative Pedagogy

- Budget constraints
- Administrative hurdles
- Accreditation limitations

33. Fostering Innovation

A lot

34. Experiential Learning

To a great extent

35. Learning Mindset

A lot

36. Method of Teaching and Learning

Hybrid



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

37. Define Research

At CMMU, research means exploring people, organizations, and global systems to generate knowledge that inspires responsible management practices. We aim to produce impactful, relevant research that addresses societal challenges and advances ethical, inclusive, and sustainable education in line with PRME's commitment to transformative learning and leadership.

38. 2024 Publications

44

39. Research Barriers

- Funding challenges
- Data access and management
- Administrative barriers
- Institutional policies and bureaucracy
- Time constraints

40. 2024 Publications on Sustainable Development and/or RME

44

41. Research Funding

- National
- Local

42. Socializing Research

- Community organizations
- Government and policy makers
- Industry and business networks
- Local media
- National media

43. Research Awards

43.1 Innovations that Inspire

Award Granter

AACSB

Award Grantee

CMMU

Description of Award

Although known as a paradise for the LGBTIQ+ community, Thailand still lacks legislation to protect this community from discrimination. Detecting and addressing this type of discrimination in the workplace can be challenging. There is still a deficiency in organizational policies and support, especially in small and medium-sized enterprises, which leads to underreporting of discrimination. This shortcoming could imply that LGBTIQ+ issues are unimportant issues in the Thai workplace. Recognizing the importance of creating inclusive environments in the workplace, we sought to introduce the concept of diversity and inclusion for LGBTIQ+ in Thai business organizations. We created a Thai LGBTIQ+ task force to pioneer this toolkit, which was produced with support from six major business organizations. We developed and designed tools and techniques to help Thai businesses obtain data from members of LGBTIQ+ communities who were hesitant to reveal their identities and sexual orientation. Moreover, we conducted exhaustive research conducted to confirm the relationship between organizational outcomes and LGBTIQ+ workforce diversity.

Link

<https://www.aacsb.edu/about-us/advocacy/member-spotlight/innovations-that-inspire/2023/mahidol-university>

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View document **43.2 Health Promotion Fund****Award Granter**

Health Promotion Department

Award Grantee

Health Award

Description of Award


On 23 August 2024, Associate Professor Dr. Ponisa Rungrueng, Acting Deputy Dean And acting on behalf of the Research Dean College of Management Mahidol University Join the discussion Sustainable support tools for supporting the implementation of health in the organization Organized by the College of Management Mahidol University in collaboration with the Office of the Health Promotion Fund or the SSO with the aim of developing a tool to enhance the health of the people in the organization. Under the project to support the tools for sustainable promotion of health in the organization Which was honored by Dr. Pongthep Wong Watcharapaiboon The manager of the Health Promotion Fund (SSO) attended the event and said that "MPs are ready to move forward in business organizations nationwide. Use corporate well-being tools for the health evaluation of workers in all dimensions. To be an important information that provides information to the organization to lead to a policy that is conducive to being a sustainable health organization. " This opportunity, Associate Professor Dr. Suprak Suriyan Kiatkaew The head of the research team, the project to support the tools to support the implementation of the organization to strengthen the organization sustainably, said that "The research team has applied the organization tools to apply the organization in the 3 prototype organization by surveying the well-being of workers in the organization, evaluating policies and activities to promote as a organization of happiness. Until the results of the well -well -well -being organization. " The results of the well-being in 4 dimensions Corporate bond dimension Staff product dimension Dimension of stakeholder satisfaction Dimension of the brand Reinforcing that The organization promotes health for workers. Will be able to help the organization to have quality products Good reputation Which is the most important key to the success of the organization

Link

<https://mahidol.ac.th/th/2024/cmmu-thaihealth-seminar/>

Provide supporting materials...

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44. Share Publications

44.1 Sustainability: Learning and Teaching in the Business Education Context

This is a

Peer-reviewed article

DOI

10.4018/IJABIM.341432

Authors

- Associate Professor Nattavud Pimpa, College of management, Mahidol University

Date of publication

27 16, 2025

What conference was this presented at?

- National or international discipline-specific conference

Abstract or Summary of Publication

Business schools worldwide are integrating sustainability into their curricula, yet a gap persists in understanding students' perspectives on these courses' effectiveness in preparing for sustainability challenges. This study investigates undergraduate students' perceptions of essential sustainability skills and knowledge they learn in a business school. Through three focus group interviews with 15 undergraduates, four themes emerged: mindsets, skills, learning approaches, and global perspectives. Students expect sustainability education to enhance comprehension, workforce readiness, and life skills, emphasising technical and global competencies. They advocate for more engaging, integrated online and face-to-face learning approaches to better prepare for sustainability careers.

What would be the ideal impact of this research in the field and/or in society?

- New way of teaching sustainability concept
- Best practices in sustainable training
- Curriculum design

This research covers (Department):

- Management

This research covers (SDGs):



SDG 4 Quality
Education



SDG 5 Gender
Equality

Is this available through open access?

Yes

Link

<https://www.igi-global.com/article/sustainability/341432>

44.2 Sustainable business model strategy for resilience among pisciculture firms in Thailand

This is a

Peer-reviewed article

DOI

10.1080/14735903.2024.2303894

Authors

- Rajchamaha, Kittichai
- Otakanon, Burim
- Pornparnomchai, Montiean
- Vorakkatham, Kridtaphob
- Pichyangkul, Chakrit
- Otakanon, Burim

Date of publication

27 24, 2025

What conference was this presented at?

- Regional or local discipline-specific conference

Abstract or Summary of Publication

This study investigated the pisciculture sector of start-ups in Thailand to determine factors of the novelty farming resilience model that promote the adoption of a sustainable business model strategy through innovation approach to improve the sector. Employing a qualitative research method, primary data were collected from 109 respondents, including start-ups, customers, regulators, and experts. Furthermore, secondary data were gathered from relevant sources. Through thematic and direct content analysis, this study identified the novelty of business model strategy that has been applied effectively to a relationship between start-ups' awareness and their adoption of incremental innovations. This reveals that start-ups are most likely to adopt technology if they understand its contribution to farming. Moreover, they are likely to cooperate with stakeholders promoting said technology if they recognize its influence on farming. We also identified challenges in adopting a sustainable business model in the Thai pisciculture sector. The current study highlights strategies that support new knowledge sharing, help start-ups realize new ways to create innovations, and promote sustainable businesses

This research covers (Department):

- Economics
- Business Analytics

This research covers (SDGs):



SDG 1 No Poverty



SDG 2 Zero Hunger



SDG 3 Good Health
and Well-Being

Is this available through open access?

Yes

Link

<https://www.tandfonline.com/doi/epdf/10.1080/14735903.2024.2303894?needAccess=true>



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

45. Partners, Accreditation Bodies, Associations, etc.

- United Nations Global Compact non-business signatory
- AACSB (Association to Advance Collegiate Schools of Business)
- AASHE (Association for the Advancement of Sustainability in Higher Education)
- AMBA (Association of MBAs)

46. Define Partner

In the context of PRME, a partner is any stakeholder who collaborates to promote responsible and accountable management education and practice. At CMMU, we define partners as individuals or institutions from business, government, civil society, and academia who actively contribute to our mission through co-creation of knowledge, curriculum development, student engagement, and sustainability impact. These partners are not merely collaborators but co-educators who bring real-world insights, ethical leadership practices, and systemic perspectives that enrich our academic environment and strengthen our commitment to social responsibility, innovation, and long-term societal value.

47. Student Partners

- PRME Global Students

48. Partnerships

48.1 The Global Compact Network (Thailand)

Period this affiliation covers

01 00, 2025 - 30 59, 2025

This organization is a:

Non-Profit

Purpose of work with this organization

- Corporate and Government Partnerships
- Entrepreneurship and Innovation Ecosystems
- Access to Learning Resources
- Public Policy and Advocacy
- Sustainability and Social Impact
- Climate

Describe your work with this organization

In a dynamic exchange of ideas and practices, the Global Compact Network (Thailand) facilitated an enlightening session on sustainable business practices today, drawing notable figures from the UN Global Compact and prominent local businesses. The event, held at a bustling university auditorium, was designed specifically for international students from Vienna University, Gadjah Mada University, and CMMU Mahidol University, under the guidance of A/Professor Nattavud Pimpa and A/Professor Astrid Kainzbauer from CMMU.

The session featured distinguished speakers, including Ms. Neha Das, Head of Asia & Oceania at the United Nations Global Compact, and Ms. Konwika Phochatan, Corporate Relationship Manager for the UN Global Compact Network Thailand. Their presentation provided a comprehensive overview of the UN Global Compact's principles and their application to fostering sustainable business practices globally and locally.

Ms. Das emphasized the critical role of businesses in advancing sustainability and integrating the UN Global Compact's ten principles into their core strategies. "Sustainability is not merely a trend; it is an essential element for future growth and success," Das asserted, urging companies to align their operations with environmental and social governance standards.

Ms. Phochatan elaborated on the practical steps businesses can take to adhere to these principles, showcasing various case studies from Thailand and beyond. Her insights were particularly valuable for students aspiring to implement these practices in diverse cultural and economic contexts.

The session was further enriched by the participation of Dr. Kuanruthai Siripatthanakosol, Assistant Vice President of Global Partnership for Sustainability and Communications at Charoen Pokphand Group Company Limited. Dr. Siripatthanakosol provided a local perspective, discussing how a leading Thai conglomerate integrates sustainability into its business model and the challenges it faces in the process.

The audience of international students, who are future leaders and professionals, engaged actively with the speakers through a lively Q&A session. Questions ranged from the impact of sustainable practices on financial performance to strategies for overcoming barriers in implementing UN Global Compact principles in various sectors.

A/Professor Nattavud Pimpa, who orchestrated the event, noted, "This session is a remarkable opportunity for our students to connect theoretical knowledge with real-world applications. The insights shared today will undoubtedly influence their approach to sustainability in their future careers."

The event underscored the Global Compact Network's commitment to fostering a global dialogue on sustainability and providing practical guidance for integrating responsible business practices. For the students present, it was an invaluable experience that bridged classroom learning with the global imperative of sustainable development.

As the session concluded, the enthusiasm and engagement of the students reflected a hopeful outlook toward a more sustainable future, guided by the principles discussed and demonstrated by today's speakers. We sincerely thank The Global Compact Networkk (Thailand)



Practice

We adopt responsible and accountable management principles in our own governance and operations.



49. Define Practice

At CMMU, PRME's practice means embedding integrity, sustainability, and accountability into our governance and operations. We align decision-making with responsible management values, ensure inclusive stakeholder engagement, and continuously evaluate our impact to promote ethical leadership, transparency, and long-term value for society and the environment.

50. RME Practices


- Curriculum guidelines
- Buildings/real estate
- Accreditation body recommendation documents
- Carbon reduction or offset commitments

51. RME Policies

51.1 Policies

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52. Practice Awards

52.1 Innovations that Inspire

Award Granter

AACSB

Award Grantee

CMMU

Description of Award


Although known as a paradise for the LGBTIQ+ community, Thailand still lacks legislation to protect this community from discrimination. Detecting and addressing this type of discrimination in the workplace can be challenging. There is still a deficiency in organizational policies and support, especially in small and medium-sized enterprises, which leads to underreporting of discrimination. This shortcoming could imply that LGBTIQ+ issues are unimportant issues in the Thai workplace. Recognizing the importance of creating inclusive environments in the workplace, we sought to introduce the concept of diversity and inclusion for LGBTIQ+ in Thai business organizations. We created a Thai LGBTIQ+ task force to pioneer this toolkit, which was produced with support from six major business organizations. We developed and designed tools and techniques to help Thai businesses obtain data from members of LGBTIQ+ communities who were hesitant to reveal their identities and sexual orientation. Moreover, we conducted exhaustive research conducted to confirm the relationship between organizational outcomes and LGBTIQ+ workforce diversity.

Link

<https://www.aacsb.edu/about-us/advocacy/member-spotlight/innovations-that-inspire/2023/mahidol-university>

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Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

53. Define Share

In the context of PRME, the principle of “share” emphasizes transparency, mutual learning, and collective advancement toward responsible management education. It goes beyond the simple dissemination of information; it encourages institutions to actively reflect on both achievements and setbacks, and to openly engage with peers for shared progress. At CMMU, we define sharing as a collaborative and reflective practice that supports continuous learning—within our own academic community and with the wider PRME and sustainability networks. We view sharing as a way to build trust, foster innovation, and strengthen our commitment to ethical leadership and sustainable development. In practice, CMMU embodies this value by: Documenting and communicating both successful initiatives and learning challenges from our sustainability and responsible management projects. Hosting internal and external forums, such as research symposia, brown bag seminars, and partner dialogues, where faculty, students, alumni, and industry partners reflect on lessons learned. Actively participating in PRME ASEAN+ Chapter activities, sharing our curriculum innovations, student engagement strategies, and policy experiences related to SDGs. Publishing reflective case studies, teaching notes, and impact reports to contribute to the global conversation on responsible business education. Through this ongoing culture of sharing, CMMU not only learns from its own journey but also contributes meaningfully to the collective transformation of management education in Thailand and globally.

54. Transparent Engagement

- Public events and panel discussions
- Partnerships with local organizations
- Feedback mechanisms (e.g., surveys, suggestion boxes)
- Community events and consultation forums
- Annual reports

55. Transparency Barriers

- Data privacy regulations
- Audience reach
- Engagement gaps

56. Audiences

- Alumni and donors
- Accreditation bodies
- Boards and advisory committees
- Business and industry partners
- Chamber of commerce and local communities
- Faculty and staff
- Government and policy makers

57. Sharing Voices

57.1 Our Sharing Culture

Subjects

- Business Administration
- Social Entrepreneurship

Provide supporting context

At the College of Management, Mahidol University (CMMU), the act of sharing is embedded in our culture of collaborative learning and responsible leadership. We see “sharing” not simply as disseminating information, but as creating transparent, inclusive, and reflexive platforms that allow for collective growth—within our institution, across our partnerships, and among the broader PRME community.

1. PRME ASEAN+ Chapter Engagement and Storytelling

As an active member of the **PRME ASEAN+ Chapter**, CMMU regularly shares SDGs innovations and program outcomes through podcast, webinars, regional workshops, and joint publications. In late 2025, CMMU plans to lead a virtual roundtable titled “*Teaching ESG in Southeast Asia*”, where faculty members presented both effective practices and pedagogical tensions in localizing global frameworks like the SDGs and UNGPs. These stories—shared in real time and in follow-up publications—contribute to collective curriculum development across ASEAN universities.

2. Mahidol SDG Impact Challenge and Public Communication

CMMU’s participation in the annual **Mahidol SDG Impact Challenge** provides an opportunity to publicly showcase student-led research and social innovation projects. In collaboration with Mahidol University’s central communications office, we produce multimedia stories and blog posts featuring student narratives, community partnerships, and outcomes. These stories—shared via Mahidol’s global platforms and social media—highlight CMMU’s commitment to experiential learning and amplify youth voices in sustainable development.

3. Reflections from the Field: Research Blogs and Practitioner Dialogues

Our faculty and postgraduate students are encouraged to contribute to the **CMMU Research for Impact on our Facebook page**, which includes reflective pieces on conducting sustainability-related research in business and community settings. A notable example includes a blog by MM students who worked with Bangkok-based social enterprises on inclusive hiring practices. Their honest reflections on methodological challenges, ethical dilemmas, and cross-cultural learning are openly accessible and often shared during research seminars and PRME regional dialogues.

5. Communicating with Transparency: CMMU Sustainability Website

In alignment with PRME’s call for open sharing, CMMU maintains a dedicated **Sustainability@CMMU** podcast and webpage. This portal includes our strategies, progress reports, impact stories, and downloadable resources. In 2024, we began publishing our internal sustainability indicators, including energy usage, gender equity in leadership, and course-level SDG integration. Sharing such data not only demonstrates accountability but also encourages benchmarking and collaboration among peers.



SIGNATORY

College of Management, Mahidol University



Address

69 Vipavadee-Rangsit Rd., Samsen Nai, Paya Thai
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Website

<https://www.cm.mahidol.ac.th/web/>