



บันทึกข้อความ

ส่วนราชการ สำนักงานประชาสัมพันธ์ต่างประเทศ สรท. โทร. 0-2618-2323 ต่อ 1710-11

ที่ นร. 0209.03/ 31092

วันที่ 21 สิงหาคม 2551

เรื่อง การอบรมหลักสูตร "On-Line MBA in Media and Communication"

เรียน ผอ. สำนัก/กอง และหัวหน้าหน่วยงานต่างๆ

AIBD ร่วมกับ Management Institute of Canada (MIC) และ HELP University College (HELP) จะจัดหลักสูตร "On-Line MBA in Media and Communication" เพื่อให้ผู้เข้าอบรมสามารถสร้างศักยภาพและมีความเข้าใจอย่างลึกซึ้งเกี่ยวกับงานด้านสื่อสารมวลชน รวมทั้งได้เรียนรู้และรับทราบบทบาทที่สำคัญต่อระบบการจัดการด้านสื่อสารมวลชนอย่างมืออาชีพ

หลักสูตรนี้จะเริ่มเรียนตั้งแต่เดือนมกราคม 2009 โดยมีวิชาเรียนทั้งหมด 12 วิชา และใช้เวลาเรียน 16 เดือน ประกอบด้วยการฟังบรรยาย 12 เดือน การอภิปรายแบบตัวต่อตัว 4 สัปดาห์ และการจัดทำโครงการวิจัย 1 โครงการ

AIBD เชิญ กปส. ส่งบุคลากรเข้าเรียนหลักสูตรดังกล่าว โดยจะต้องเสียค่าธรรมเนียมการสมัคร 200 เหรียญยูโร และค่าลงทะเบียนเรียน จำนวน 7,500 เหรียญยูโร รวมเป็นเงิน 7,700 เหรียญยูโร หรือคิดเป็นเงินไทยประมาณ 392,700 บาท ทั้งนี้ผู้สมัครจะต้องมีคุณสมบัติพร้อมจัดเตรียมเอกสารดังนี้

1. จบการศึกษาระดับปริญญาตรี จากมหาวิทยาลัยหรือเทียบเท่า
2. ใบรายงานผลการศึกษา (Transcript)
3. หนังสือรับรองประสบการณ์การทำงานไม่น้อยกว่า 3 ปี
4. ประวัติส่วนตัว
5. สำเนาหนังสือเดินทาง (Passport) 2 หน้าแรก, สำเนาบัตรประชาชนหรือใบขับขี่
6. ผลการทดสอบ TOEFL ไม่น้อยกว่า 500 คะแนน โดยการสอบด้วยกระดาษข้อสอบ หรือไม่น้อยกว่า 173 คะแนน สำหรับการสอบผ่านระบบคอมพิวเตอร์ หรือมีคะแนนจะต้องผ่านการทดสอบภาษาอังกฤษของ MIC โดยการทดสอบออนไลน์ หรือการทดสอบอื่นที่เทียบเท่า
7. รูปถ่ายขนาด 2 นิ้ว 1 รูป

ในการนี้ สปต. ขอให้หน่วยงานต่างๆ พิจารณา หากประสงค์จะส่งบุคลากรเข้าเรียนในหลักสูตรดังกล่าว ขอให้แจ้งชื่อ พร้อมเอกสารข้างต้น ส่งไปยัง สปต. เพื่อรวบรวมเสนอ อปส. ภายในวันที่ 31 ตุลาคม 2551 โดยสำนัก/กอง ต้นสังกัดเป็นผู้รับผิดชอบค่าใช้จ่ายในการเรียนดังกล่าว

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จะขอบคุณยิ่ง



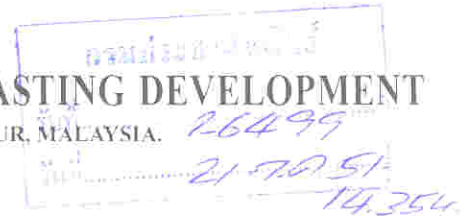
(นางลดาวัลย์ บัวเอี่ยม)

ผอ.สปต.



ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

P.O. BOX 1137, PANTAI, 59700 KUALA LUMPUR, MALAYSIA.



Handwritten notes in Thai script on the left margin.

Your Ref:

1 July 2008

Our Ref:

Phone : (03) 22823719 / 22824618 / 22827192

Fax : (03) 22822761

E-mail : admin@aibd.org.my

E-mail : devbroad@aibd.org.my

Website : http://aibd.org.my

Mr. Phachern Khamphoe,
Director-General, Dep. Director-General of PRD
National Broadcasting Services
of Thailand (Public Relations Dept)
9 soi Areesamphun, Rama VI Road,
Phayathai, BANGKOK 10400, THAILAND

Dear Phachern,

On- Line MBA in Media and Communication

AIBD has the pleasure to announce the MBA in Media and Communication, which will start **launching from January 2009** in partnership with Management Institute of Canada (MIC), Canada and the Help University College.

AIBD, MIC and HELP (HELP University College) joined hands to create a new program in which the priority would be given to relevant subjects so that participants would be able to understand **the implications and intricacies of communication and the media** and be able to assume a **practical managerial role** in the different realms of professional communication.

Aims and objectives

The MBA degree in Media and Communication **is issued by the International American University based in California, USA or Dutch Delta University** based in Amsterdam and is offered to those candidates wishing to acquire professional and practical skills in the media and other communication-oriented fields. Our aim is to enable the participants to be immediately operative. In this regard, we have developed a concept that focuses on a cohesive cluster of interlinked courses.

At the end of this program the participants should be able :

- to examine communication and media situations,
- to analyze relevant issues,
- to find appropriate solutions for these issues,
- to work in a professional communication company such as radio,
- TV, newspapers, etc.
- to take charge of the communication activities of a business corporation or organization.

Program

The MBA in Media and Communication programme runs over a **16-month period for 12 subjects** (12 months online lecture + 4 weeks face to face discussion in Kuala Lumpur, Malaysia + a research project).

- 1 / 2 -

Handwritten notes and a signature at the bottom left corner, including a date '21-7-08' and a time '15:24'.

Admission fees - € 200.00 (non-refundable)
Tuition fees - € 7500.00

Scholarship Scheme

Admission Requirement

1. A Bachelor degree from a recognized University, or an equivalent.
2. An Official transcript for the 3 up to 4 years Bachelor program.
3. Applicant should provide us with a letter showing a minimum 3 years professional experience (in any areas). A recommendation letter from employer would be enough.
4. A full CV of the applicant.
5. Copy of the first 2 pages of passport. Those applicants without passport can present a copy of personal ID, or Driving License.
6. Applicants whose native language is not English must submit a paper test score of at least 500 or a computer test score of 173 on the TOEFL. If not, any other similar Tests would be acceptable. But, those applicants who did not pass any English Tests would pass an MIC Online Audio Internal English Test before being admitted to the Program.
7. One scanned Photo (Passport size).

We have started accepting applications and please advise your candidates to contact Ms. Le Yee Mon at: lisa@albd.org.my for enrollment and any further information.

The deadline for the registration is **15 November 2008**.

Looking forward to hearing from you.

With my best regards,

DR. JAVAD MOTTAGHI
Director, AIBD

THRU.....1182.....DATE.....22 Jul 08.....

- 2 / 2 -

MBA in Media and Communication

Programme

The MBA in Media and Communication programme runs over a 16-month period for 12 subjects (12 months online lecture + 4 weeks face to face discussion in Kuala Lumpur, Malaysia + research project).

Subjects

MCOM 701 Communication Theory	3 credits	MIC
MCOM 702 Communication Research Methods	6 credits	MIC
MCOM 703 Intercultural Communication	3 credits	MIC
MCOM 704 Media Studies	6 credits	AIBD
MCOM 705 Marketing & Audience Research	6 credits	AIBD
MCOM 706 Principles of Media Management/Business	3 credits	AIBD
MCOM 707 International Communication Law	3 credits	MIC
MCOM 708 Media Production	6 credits	AIBD
MCOM 709 Managing Organizational Communication	6 credits	MIC
MCOM 710 Business Accounting & Finance	3 credits	HELP
MCOM 711 Marketing Management	3 credits	HELP
MCOM 712 Human Resource Management	3 credits	HELP
Research Project – Mini Thesis	9 credits	MIC
Total	60 credits	

Research Projects (9 credits)

Towards the end of their program students will prepare a mini thesis based on a research project. A supervisor for this work will be nominated by MIC and the student will prepare his/her research project under the direction of this supervisor who will help the student to:

1. choose a topic
2. prepare a research plan
3. find appropriate resources
4. determine the relevant research methodology
5. carry out the different steps of the work and
6. prepare the research report.

Each student will start his/her research work at least four months before the end of the MBA program.

MBA in Media and Communication

Admission Requirement

The Applicants from all over the world should provide the following documents for this MBA:

1. A Bachelor degree from a recognized University, or an equivalent.
2. An Official transcript for the 3 up to 4 years Bachelor program.
3. Applicant should provide us with a letter showing a minimum 3 years professional experience (in any areas). A recommendation letter from employer would be enough.
4. A full CV of the applicant.
5. Copy of the first 2 pages of passport. Those applicants without passport can present a copy of personal ID, or Driving License.
6. Applicants whose native language is not English must submit a paper test score of at least 500 or a computer test score of 173 on the TOEFL. If not, any other similar Tests would be acceptable. But, those applicants who did not pass any English Tests would pass an MIC Online Audio internal English Test before being admitted to the Program.
7. One scanned Photo (Passport size).

Tuition Fees

Admission fees - € 200.00 (non-refundable)

Tuition fees - € 7500.00

The fee could either be paid by the applicants or by their respective organizations. Respective organizations may also be willing to contribute to this project by covering part of the fee for each of their staff member. All the fees made payable to Asia-Pacific Institute for Broadcasting Development.

Overview Of MIC

The Management Institute of Canada (MIC) is a postgraduate Institute of Education offering online programs in management and business administration with flexible schedules. Programs offered are:

- MBA (Master in Business Administration)
- E-MBA (Executive Master in Business Administration)
- MPA (Master in Public Administration)
- BBA (Bachelor Business Administration)
- Certificate Program in Business, Accounting and Management
- Language (ESL and TESL)



Research Projects (9 credits)

Towards the end of their program students will prepare a mini thesis based on a research project. A supervisor for this work will be nominated by MIC and the student will prepare his/her research project under the direction of this supervisor who will help the student to:

1. choose a topic
2. prepare a research plan
3. find appropriate resources
4. determine the relevant research methodology
5. carry out the different steps of the work and
6. prepare the research report.

Each student will start his/her research work at least four months before the end of the MBA program.

Library Resources:

Students enrol in an MBA program offered by the MIC campus in Malaysia, and their library resources, such as online books and journals will be made available to our students throughout the world, in addition to the databases that MIC subscribes to.

The on-campus library is also available for registered students. Live audio-video courses are taught online if needed for some lectures with the help of specific software used by MIC. The lectures will be recorded and uploaded on the MIC web page. The same applies to the course materials. Using their password, registered students can access the recorded courses and materials whenever and wherever they wish. All online resources are available 24/7.

Program Outlines:

MCOM 701 Communication Theory	3 credits	MIC
MCOM 702 Communication Research Methods	6 credits	MIC
MCOM 703 Intercultural Communication	3 credits	MIC
MCOM 704 Media Studies	6 credits	AIBD
MCOM 705 Marketing & Audience Research	6 credits	AIBD
MCOM 706 Principles of Media Management/Business	3 credits	AIBD
MCOM 707 International Communication Law	3 credits	MIC
MCOM 708 Media Production	6 credits	AIBD
MCOM 709 Managing Organizational Communication	6 credits	MIC
MCOM 710 Business Accounting & Finance	3 credits	HELP
MCOM 711 Marketing Management	3 credits	HELP
MCOM 712 Human Resource Management	3 credits	HELP
Research Project – Mini Thesis	9 credits	MIC
Total	60 credits	

Admission Requirement:

Applicants should have a bachelor's degree in order to apply for the MIC masters program. Applicants must be at least 23 years of age at the time of application for the MBA Program. MIC admits qualified students of all national or ethnic origin; it does not discriminate on the basis of handicap in admission or in access to its programs.

For More Information You Can Contact Us At:

The Asia-Pacific Institute for Broadcasting Development (AIBD)
 2nd Floor, Bangunan IPTAR, Kompleks Angkasapuri,
 50614 Kuala Lumpur, Malaysia
 Tel: + 60 3 2282-4618 / -3719
www.aibd.org.my, info@aibd.org.my
 HELP University College (HELP)
 BZ-2, Pusat Bandar Damansara,
 50490 Kuala Lumpur, Malaysia
 Tel: + 60 3 2711-2000 Fax: + 60 3 2711-2331
www.help.edu.my
 Management Institute of Canada
 P.O. Box 71, Succ : B
 Montréal, Qc, H3B3J5, Canada
 Tel : 1- 514-357-0777
 Fax : 1-514-845-3628
www.micanada.org, info@micanada.net
www.micelearning.com

MBA in Media and Communication



Overview Of AIBD

AIBD is a regional Intergovernmental Institute servicing broadcasting organizations in the Asia-Pacific Region in the field of electronic media development. It is hosted by the Government of Malaysia. The Institute currently has 43 members in 26 member countries as its Full Members and 74 Affiliate Members. The AIBD has also close partnership with some 250 broadcasting organizations around the globe. The developmental needs of the Member Countries are given special priority in the activities of the Institute.

The training spectrum covers courses for the enhancement of news and programmes in Radio and TV, New Media, Broadcast Management, Public Service Broadcasting and Digital Technology, to name just a few. The Institute also conducts consultancy services, international and regional media dialogue, and Radio and TV Co-Production.

The AIBD seeks to fulfil its mandate by mobilizing the intellectual and technological resources available within a network of government agencies, nongovernmental organizations, institutions of higher learning, the private sector and individual professionals.



Overview Of HELP University College

Ever since its founding in 1986 to provide affordable quality educational opportunities for Malaysians, HELP University College has developed into the leading institution of higher learning in Malaysia with a firmly established international reputation among universities, research organisations, scholars, business and corporate leaders and governments in Asia Pacific, Europe and North America.

It offers a wide and diverse range of programs covering business, law, management, economics, IT, social sciences and the humanities at undergraduate and graduate levels. It has also assumed a leading role in research and development in certain disciplines and subject areas.



Facts About The Program:

International, national and local communications influence all aspects of our lives in individual, professional and social levels. The information explosion of the 20th century translated itself into a communication revolution. The number of media channels have increased many hundred folds in the last two decades.

The lack of adequately skilled manpower has lead to a situation where the media channels are trying to wean away skilled manpower from each other. The struggle to get the best is even more fierce at the higher levels of media organizations, especially in management. Some media houses have to be content with promoting the executives into managerial positions without giving them the necessary skill set.

Communication today is a specialized skill. It is not only a matter of feeling or talent. Many institutions throughout the world offer training in communication and media. These programs are often long and more theoretical than practical. Even where practical skills are provided to the students, the skills needed to manage media organizations are not even discussed.

After studying the situation in the field of media and communications, MIC, AIBD and HELP joined hands to create a new program in which the priority would be given to relevant subjects so that students would be able to understand the implications and intricacies of communication and the media and be able to assume a practical managerial role in the different realms of professional communication.

Aims and objectives

The MBA in Communication and Media to be awarded by MIC is offered to those candidates wishing to acquire professional and practical skills in the media and other communication-oriented fields. Our aim is to teach students to be immediately operative. In this regard, we have developed a concept that focuses on a cohesive cluster of interlinked courses.

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- to find appropriate solutions for these issues
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- to take charge of the communication activities of a business corporation or organization.





**APPLICATION FOR PARTICIPATION IN
AIBD/HELP/MIC
Online MBA Program in Media and Communication**

Please type or use capital letters for all entries.

APPLICANT'S NAME & PERSONAL DETAILS (Please underline family name)

NAME IN FULL:

ADDRESS:

TEL:

E-MAIL:

NAME AND ADDRESS OF EMPLOYER (if sponsored by Employer):

Please affix a recent
Passport photograph
here

FEE STATUS AND SCHOLARSHIP

Application Fee: EUR 200.00 Tuition Fee: EUR 7500.00	<div><input type="checkbox"/> Self <input type="checkbox"/> Employer / Organisation</div> <div>(Please give details below)</div> <div></div> <div></div> <div><input type="checkbox"/> Yes <input type="checkbox"/> No</div>
Who will be paying your fees?	
Organisation Name	
Country of Permanent Residence	
Do you need a scholarship? It may vary from country to country.	

CONDITIONS OF ENROLMENT

The following conditions relate to the course offered by the Asia-Pacific Institute for Broadcasting Development (AIBD), Help University College, Kuala Lumpur and the Management Institute of Canada (MIC).

Obligations of AIBD/HELP/MIC:

- Appropriate online MBA programme materials and helpdesk support will be provided.
- The MBA degree in Media and Communication is issued by the International American University based in California, USA or Dutch Delta University based in Amsterdam.

Obligations of the applicant's organisation:

- Assuring that the Internet facility and time (could be after work) will be available or provided for the participant's study if the applicant is sponsored by the organisation.
- The participant need to come to Kuala Lumpur, Malaysia for four weeks face to face discussions during the programme.

Applicant's declaration:

- To follow the course of study and abide by the rules and regulations of training institutions and other establishments during the programme.

I have read, understood and agree to the conditions listed above.

Name of applicant:

Signature of applicant: Date:.....

Endorsement by employer/official nominating authority if sponsoring:

The candidate's application has been examined and I nominate him/her to attend this online MBA programme in Media and Communication. I have also read the conditions listed above, particularly those relating to the obligations of the candidate's organisation, and understand and agree to these conditions.

Name of authorised official:

Designation:

Name of Organisation:

Official Stamp

Signature:

Date: