

M.B.A. Fast Track

MASTER OF BUSINESS ADMINISTRATION



1.5 - 2 YEARS APPROXIMATELY
 DAY AND EVENING PROGRAM
 BLOCK TEACHING
 THESIS OR NON-THESIS OPTION
 EDUCATIONAL FIELD TRIP
 SPECIALIZATION IN MARKETING,
 FINANCE, GENERAL MANAGEMENT

Study at **Hua Mak Campus**
ABAC City Campus

ADMISSION SCHEDULE 2017 / 2018

Schedule	Trimester May-August 2018 (3/2017)	Trimester September-December 2018 (1/2018)	Trimester January-April 2019 (2/2018)	Trimester May-August 2019 (3/2018)
Application deadline	April 19, 2018	August 16, 2018	December 20, 2018	April 25, 2019
AU English Proficiency Test (9:00 – 12:00 a.m.)	April 22, 2018 (Sun)	August 19, 2018 (Sun)	December 23, 2018 (Sun)	April 28, 2019 (sun)
Interview Entrance Examination (1:00 – 5:00 p.m.)	April 22, 2018 (Sun)	August 19, 2018 (Sun)	December 23, 2018 (Sun)	April 28, 2019 (sun)
AU Entrance Result	April 25, 2018	August 22, 2018	December 26, 2018	May 1, 2019
Registration for first semester	May 2-8, 2018	August 29- September 4, 2018	January 8-13, 2019	May 8-14, 2019
Induction Day	May 5, 2018	September 1, 2018	January 12, 2019	May 11, 2019
Instruction begins	May 7, 2018 (Mon)	September 3, 2018 (Mon)	January 14, 2019 (Mon)	May 13, 2019 (Mon)

QUALIFICATIONS FOR ADMISSION

1. Bachelor's degree or equivalent from an accredited institution in any fields
2. A minimum CGPA of 2.00 on 4.00 scale
3. Adequate undergraduate training to do graduate work in the M.B.A. Program
4. Good command of English
5. Computer literacy

ENTRANCE REQUIREMENTS

1. A completed application form
2. Official transcript of the previous university attended (2 copies)
3. Bachelor's degree certificate (2 copies)
4. Citizen identification card and residenceregistration (2 copies) - for Thai applicants
5. Passport (2 copies) - for Non-Thai applicants
6. Four (1x1 inch size) photographs (formal attire, not in graduation gown)

Note : All documents must be endorsed with signature and submitted in person within the last day application period, otherwise the application will not be considered and the applicant will not be allowed to sit for the Admission interview.

ADMISSION & EXAMINATION FEES

- (non refundable)
- Admission Fee Baht 500
 - AU English Proficiency Test Baht 500
 - Interview Entrance Examination Baht 500

EXEMPTION

The English entrance examination can be exempted depending on which of the following conditions you satisfy.

- a TOEFL score of (iBT) 90 or (PBT) 575 or an IELTS (Academic) score of at least 6.5 (Validation: Two years)
- a Bachelor's degree or a higher degree from native English speaking countries (e.g. USA, Canada, UK, Australia and New Zealand)

VENUE & CLASS HOURS

Huamak Campus
 Ramkhamhaeng 24 Road
 Weekday (Mon. - Fri.)
 - Day Class: 02.00 p.m. - 05.00 p.m.
 - Evening Class: 06.30 p.m. - 09.30 p.m.

ABAC City Campus

ZEN @ CentralWorld, 14th floor
 - 3 days / week (Mon., Wed., Fri.)
 • Day Class: 10.30 a.m. - 3.30 p.m.
 • Evening Class: 06.00 p.m. - 10.00 p.m.
 - Exams will be taken at Hua Mak Campus

GRADUATION REQUIREMENTS

1. Plan A: complete all required coursework of 33 credits, and pass the 15 credits of Thesis Examination
2. Plan B: Complete all required 48 credits of coursework and pass both the Written and Oral Comprehensive Examinations
3. A minimum Cumulative Grade Point Average of 3.00
4. Completion of Internship including a written report, oral presentation, and participation in Speaker of the Month Program (6 times) as a partial fulfillment of the degree are required for the M.B.A. students only.

IMPORTANT

The provisional information statements set forth in this catalog should not be construed as the basis of any contract between a student and this institution. As such Assumption University reserves the right to change any provision listed in this catalog, including, but not limited to academic requirements for graduation. Every effort through the Office of Graduate Studies, will be made to keep students advised of any such changes.

Last updated: March 2018

The University Registrar

M.B.A. Fast Track

MASTER OF BUSINESS ADMINISTRATION

CURRICULUM STRUCTURE

Foundation courses

Upper Intermediate Academic Writing Course

**(For those who required AU English Proficiency Standard Course)*

Plan A: Thesis Option

Foundation Courses*	
Required Courses	30 credits
Elective Course	3 credits
Thesis in concentration	15 credits

Total 48 credits

Plan B: Non-Thesis Option

Foundation Courses*	
Required Courses	30 credits
Elective Courses	12 credits
Individual research project	6 credits
Comprehensive Examination	- credits

Total 48 credits

** For those who required English Proficiency Standard Course*

STUDY PLAN CITY CAMPUS

Foundation Courses

AWC 2000 Upper Intermediate Academic Writing Course*

Trimester 1

BG 5006	Intro. To Quantitative Analysis
BP 6903	Organizational Behavior
BA 6001	Managerial Accounting
BC 6501	Intro. To Mgt. Information Systems

Trimester 2

BM 6801	Marketing Management
BP 6910	International Business Mgt.
BF 6701	Financial Management
BE 6401	Managerial Economics

Trimester 3

BP 6904	Operation Management
BP 6902	Business Research Methodology
BP 6905	Human Resource management (Elective Course)
BM 6802	Advertising and Promotional Strategies (Elective Course)

Trimester 4

BP 6918	Strategic Management
BP 6955	Individual Research in Management
BM 6806	International Marketing Management (Elective Course)
	One Elective Course

Trimester 5

Written and Oral Comprehensive Exam

Elective courses

BF 6704	Investment
BF 6706	International Financial Management
BM 6802	Advertising and Promotional Strategies
BM 6803	Product Management
BM 6805	Marketing Logistics Management
BM 6806	International Marketing Management
BM 6810	Customer Relationship Management
BM 6890	Sem. In Marketing Management (Social Media)
BM 6895	Internet Marketing
BM 6896	Consumer Behavior
BM 6897	Retail Management
BN 6103	Management of Innovation
BP 6905	Human Resource Management
BP 6911	Business Ethic
BR 6202	Supply Chain Management
BR 6203	Brand Management

**Elective Courses with majority votes*

**Availability of elective courses depends on term and lecturers*

ESTIMATED FEES: Installments

Installments	Thai Students	Non-Thai Students		
	(THB)	(THB)	(US\$)	(CNY)
1 st Installment	137,500	137,500	4,166.67	27,500
2 nd Installment	137,500	137,500	4,166.67	27,500
3 rd Installment	112,500	137,500	4,166.67	27,500
4 th Installment	112,500	137,500	4,166.67	27,500
Total	500,000	550,000	16,667.00	110,000

The fee includes:

- First enrollment fee (matriculation fee, etc.)
- Tuition fee, University fees, Campus network fee
- Comprehensive examinations fee (first attempt only)
- Health / life insurance (non-Thai students)
- Educational Field Trip
- AU Academic Writing Course (15,000 THB)

The fee doesn't cover the followings:

- Admission fee (non-refundable)
- Textbooks
- Maintaining Student Status (4,900 THB per Trimester)

Note:

1. In case of failed grade in any course or comprehensive examination, the student should repeat the course or exam with the registration and university fees at the latest rate separately.
2. The fees are subject to change at the university's discretion without prior notice.
3. Currency exchange rate: THB 33 = US\$ 1, THB 5 = CNY 1
4. Overseas field trip is optional with additional fee 50,000 THB.

STUDY PLAN HUA MAK CAMPUS

Foundation Courses

AWC 2000 Upper Intermediate Academic Writing Course*

Thesis Option

Trimester 1

BG 5006	Intro. To Quantitative Analysis
BP 6903	Organizational Behavior
BA 6001	Managerial Accounting
BC 6501	Intro. To Mgt. Information Systems

Trimester 2

BM 6801	Marketing Management
BP 6910	International Business Management
BF 6701	Financial Management
BE 6401	Managerial Economics

Trimester 3

BP 6904	Operation Management
BP 6902	Business Research Methodology
BP 6918	Strategic Management
	One Elective Course in Specialization

Trimester 4

BZ 7000	Thesis in Specialization (6 credits)
BZ 7001	Thesis in Specialization (9 credits)

Non - Thesis Option

Trimester 1

BG 5006	Intro. To Quantitative Analysis
BP 6903	Organizational Behavior
BA 6001	Managerial Accounting
BC 6501	Intro. To Mgt. Information Systems

Trimester 2

BM 6801	Marketing Management
BP 6910	International Business Management
BF 6701	Financial Management
BE 6401	Managerial Economics

Trimester 3

BP 6904	Operation Management
BP 6902	Business Research Methodology
	Two Elective Courses in Specialization

Trimester 4

BP 6918	Strategic Management
	Individual Research in Specialization
	Two Elective Courses in Specialization

Trimester 5

Written and Oral Comprehensive Exam

Specialization Areas:

Marketing

BM 6802	Advertising and Promotion
BM 6806	Int'l marketing Management
BM 6896	Consume Behavior
BM 6803	Product Management

Finance

BF 6704	Investment
BF 6705	Management of Financial Institutions
BF 6706	Int'l Financial Management
BF 6791	ST. Risk Management

General Management

BP 6909 Negotiation

**Elective Courses with majority votes*

**Availability of elective courses depends on term and lecturers*

UNIVERSITY ADMISSIONS CENTER (UNIAD)



HUA MAK CAMPUS
Tel. +66 (2) 300 4543-62 Ext.1244
Tel. +66 (2) 719 1929
Website : www.grad.au.edu
E-mail : gradadmission@au.edu

ABAC CITY CAMPUS
Zen @ Central World, 14th floor.
E-mail : citycampus@au.edu
Tel: +66 (2) 1009 115-8

SUVARNABHUMI CAMPUS
Tel. +66 (2) 723 2323



+66 (81) 815 1237

www.grad.au.edu

gradadmission@au.edu