M.B.A. Digital Track
MASTER OF BUSINESS ADMINISTRATION

1.5 YEARS APPROX.  
PART-TIME PROGRAM (SAT.-SUN.)  
BLOCK TEACHING  
THESIS AND NON-THESIS OPTION  
OVERSEAS FIELD TRIP

Hybrid Learning, the modern mode of learning in the digital economy via eLearning + traditional class-based and workshops.

ADMISSION SCHEDULE 2017 / 2018

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<tbody>
<tr>
<td>Application deadline</td>
<td>April 19, 2018</td>
<td>August 16, 2018</td>
<td>December 20, 2018</td>
<td>April 25, 2019</td>
</tr>
<tr>
<td>AU English Proficiency Test (9:00 – 12:00 a.m.)</td>
<td>April 22, 2018 (Sun)</td>
<td>August 19, 2018 (Sun)</td>
<td>December 23, 2018 (Sun)</td>
<td>April 28, 2019 (Sun)</td>
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<tr>
<td>Interview Entrance Examination (1:00 – 5:00 p.m.)</td>
<td>April 22, 2018 (Sun)</td>
<td>August 19, 2018 (Sun)</td>
<td>December 23, 2018 (Sun)</td>
<td>April 28, 2019 (Sun)</td>
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<tr>
<td>AU Entrance Result</td>
<td>April 25, 2018</td>
<td>August 22, 2018</td>
<td>December 26, 2018</td>
<td>May 1, 2019</td>
</tr>
<tr>
<td>Registration for first semester</td>
<td>May 2-6, 2018</td>
<td>August 29- September 4, 2018</td>
<td>January 8-13, 2019</td>
<td>May 8-14, 2019</td>
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<tr>
<td>Induction Day</td>
<td>May 5, 2018</td>
<td>September 1, 2018</td>
<td>January 12, 2019</td>
<td>May 11, 2019</td>
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<tr>
<td>Instruction begins</td>
<td>May 12, 2018 (Sat)</td>
<td>September 8, 2018</td>
<td>January 19, 2019 (Sat)</td>
<td>May 18, 2019 (Sat)</td>
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QUALIFICATIONS FOR ADMISSION
1. Bachelor's degree or equivalent from an accredited institution
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

ADMISSION & EXAMINATION FEES
(non refundable)

<table>
<thead>
<tr>
<th>Fee</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Admission fee</td>
<td>Baht 500</td>
</tr>
<tr>
<td>AU English Proficiency Test</td>
<td>Baht 500</td>
</tr>
<tr>
<td>Interview Entrance Examination</td>
<td>Baht 500</td>
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</tbody>
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EXEMPTION
The AU English Proficiency Test can be exempted depending on which of the following conditions you satisfy:
1. A TOEFL score of at least (iBT) 90 or (PBT) 575 or an IELTS (Academic) score of at least 6.5 (Validation: Two years)
2. A Bachelor's degree or a higher degree from native English speaking countries (e.g. USA, Canada, UK, and Australia)

VENUE & CLASS HOURS

**Hua Mak Campus**
Ramkhamhaeng 24 Rd.  
Weekends (Sat.& Sun.) 9.00 a.m. to 4.00 p.m.

**ABAC City Campus**
ZEN@CentralWorld, 14th Floor  
Weekends (Sat.& Sun.) 10.30 a.m. - 5.30 p.m.

GRADUATION REQUIREMENTS
1. Obtain the minimum prescribed 48 credits
2. Earn a minimum cumulative GPA of at least 3.00
3. Pass the written and oral comprehensive examinations
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)
- Overseas Field Trip
- AU Academic Writing Course (15,000 THB)

The fee doesn't cover the following:
- Admission fee (non-refundable)
- Textbooks
- Maintaining Student Status
- Overseas Field Trip

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

The University Registrar
Last updated: March 2018

STUDY PLAN CITY CAMPUS
Foundation Course
AWC 2000 Upper Intermediate Academic Writing Course*

Trimester 1 @ ABAC
BG 5006 Intro. To Quantitative Analysis
BP 6903 Organizational Behavior
BA 6601 Managerial Accounting
BC 6501 Intro. To Mgt. Information Systems

Trimester 2 @ ABAC
BM 6801 Marketing Management
BP 6910 International Business Management
BF 6701 Financial Management
BE 6401 Managerial Economics

Trimester 3 @ ABAC
BP 6904 Operation Management
BP 6902 Business Research Methodology
BM 6810 Customer Relationship Management (Elective Course)
BM 6805 Marketing Logistics Management (Elective Course)

Trimester 4 @ ABAC
BP 6918 Strategic Management
BP 6955 Individual Research in Management
BM 6895 Internet Marketing (Elective Course)
One Elective Course

Trimester 5 @ ABAC
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 6890 Sem. in Marketing Mgt. (Social Media)
BM 6896 Consumer Behavior
BM 6897 Retail Management
BN 6103 Management of Innovation
BP 6905 Human Resource Management
BP 6911 Business Ethics
BR 6203 Brand Management
BM 6806 International Marketing Management

*Elective Courses with majority votes
*Availability of elective courses depends on term and lecturers

STUDY PLAN HUA MAK CAMPUS
Foundation Course
AWC 2000 Upper Intermediate Academic Writing Course*

Trimester 1 @ ABAC
BG 5006 Intro. To Quantitative Analysis
BP 6903 Organizational Behavior
BA 6601 Managerial Accounting
BC 6501 Intro. To Mgt. Information Systems

Trimester 2 @ ABAC
BM 6801 Marketing Management
BP 6910 International Business Management
BF 6701 Financial Management
BE 6401 Managerial Economics

Trimester 3 @ ABAC
BP 6904 Operation Management
BP 6902 Business Research Methodology
BM 6892 ST. in Service Marketing (Elective Course)
BM 6805 Marketing Logistics Management (Elective Course)

Trimester 4 @ ABAC
BP 6918 Strategic Management
BP 6955 Individual Research in Management
BM 6810 Customer Relationship Management (Elective Course)
BP 6917 ST. Managing Organization Performance (Elective Course)

Trimester 5 @ ABAC
Written and Oral Comprehensive Exam

STUDY PLAN SUVARNABHUMI CAMPUS
Foundation Course
AWC 2000 Upper Intermediate Academic Writing Course*

Trimester 1 @ ABAC
BG 5006 Intro. To Quantitative Analysis
BP 6903 Organizational Behavior
BA 6601 Managerial Accounting
BC 6501 Intro. To Mgt. Information Systems

Trimester 2 @ ABAC
BM 6801 Marketing Management
BP 6910 International Business Management
BF 6701 Financial Management
BE 6401 Managerial Economics

Trimester 3 @ ABAC
BP 6904 Operation Management
BP 6902 Business Research Methodology
BM 6892 ST. in Service Marketing (Elective Course)
BM 6805 Marketing Logistics Management (Elective Course)

CURRICULUM STRUCTURE

Required courses 30 credits
Elective courses 12 credits
Independent study 6 credits
Comprehensive examinations -
Total 48 credits

ESTIMATED FEES: Installments

<table>
<thead>
<tr>
<th>Installments</th>
<th>Thai Students (THB)</th>
<th>Non-Thai Students (US$)</th>
<th>(CNY)</th>
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<tbody>
<tr>
<td>1st Installment</td>
<td>137,500</td>
<td>4,166.67</td>
<td>27,500</td>
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<tr>
<td>2nd Installment</td>
<td>137,500</td>
<td>4,166.67</td>
<td>27,500</td>
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<tr>
<td>3rd Installment</td>
<td>137,500</td>
<td>4,166.67</td>
<td>27,500</td>
</tr>
<tr>
<td>4th Installment</td>
<td>137,500</td>
<td>4,166.67</td>
<td>27,500</td>
</tr>
<tr>
<td>Total</td>
<td>550,000</td>
<td>16,667.00</td>
<td>110,000</td>
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</table>

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