

M.B.A. HOSPITALITY AND TOURISM MANAGEMENT

MBA Tourism School of Professional Studies

2 YEARS
PART-TIME PROGRAM
 (Study on Sat. - Sun)
 Thesis and non-Thesis options



PROFESSIONAL RESEARCH & STUDIES IN:

- Hospitality and Marketing Research
- Sustainable Tourism Development
- Crisis Management in Tourism
- Niche Tourism
- IT & E-commerce for Tourism

- In trend creative and innovative tourism management.
- Self-organised fieldtrips combined with course work necessary to acquire skills to deliver services in a highly competitive AEC business environment.
- Minimum time in-class, maximum exposure to work-place tourism environment.
- A "Fun-tastic" learning experience through learning by doing.

Hua Mak Campus

ADMISSION SCHEDULE 2018 / 2019

Schedule	Trimester 1/2018 (Sept. – Dec 2018)	Trimester 2/2018 (Jan – Apr. 2019)	Trimester 3/2018 (May – Aug 2019)
Application Deadline	August 12, 2018	December 16, 2018	April 21, 2019
AU English Proficiency Test	August 19, 2018	December 23, 2018	April 28, 2019
Interview Entrance Examination	August 19, 2018	December 23, 2018	April 28, 2019
AU Entrance Result	August 22, 2018	December 26, 2018	May 1, 2019
Registration for first Semester	Aug 29 - Sept 4, 2018	January 8 – 13, 2019	May 8 – 14, 2019
Induction Day	September 1, 2018	January 12, 2019	May 11, 2019
Instruction Begins	September 8, 2018	January 19, 2019	May 18, 2019

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. Good command of English
4. 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 residency registration (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)
7. Reference letters from former instructors or employers (2 letters)

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 part of Food Biotechnology entrance examination may be exempted if you satisfy with the followings:

- 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)

STUDY SYSTEM

1st Trimester | 2nd Trimester | 3rd Trimester
 September - December | January - April | May - August

VENUE & CLASS HOURS

» Huamak Campus, Ramkhamhaeng 24 Road
 Sat.& Sun. 9.00 a.m. to 4.00 p.m.

GRADUATION REQUIREMENTS

1. Obtain the minimum prescribed 48 credits
2. Earn a minimum cumulative GPA of at least 3.00
3. Pass Thesis Examination under the Thesis option or
4. Pass the written and oral comprehensive examinations under the Non-Thesis option

DURATION: 1.5 - 2 YEARS

APPLICATIONS

Hua Mak Campus
 Admissions Center "P" Building, 1st floor,
 Ramkhamhaeng 24 Road, Bangkok 10240 Thailand
Office hours:
 Monday – Friday 08:30 A.M. - 05:00 P.M.
 Saturday 08:00 A.M. - 04:30 P.M.
 Sunday 08:00 A.M. - 02:00 P.M.

ABAC City Campus

ABAC City Campus, ZEN @Central World, Level 14
 4,4/5 Rajdamri Rd., Phatumwan
 Bangkok 10330 Thailand
Office hours:
 Monday - Friday 10:00 A.M. to 06:00 P.M.
 Saturday - Sunday 10:00 A.M. to 06:00 P.M.

Suvarnabhumi Campus

Admissions Center SR101,
 88 Moo 8 Bang Na-Trad Km.26, Bangsangthong,
 Samuthprakarn, Thailand 10540
Office hours:
 Monday - Friday 08:30 A.M. to 05:00 P.M.

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STUDY PLAN

Plan A: Thesis Option

Foundation Course

Upper Intermediate Academic Writing*

*(For those who required English Proficiency Standard Course)

Trimester I

TR 6000	Managerial Accounting, Economics and Financial Decision Making for Tourism	3
TR 6001	Sustainable Tourism Development	3
TR 6103	Tourism Business Management and Ethics	3
TR 6104	Human Resource Management for Tourism Organization.	3

Trimester II

TR 6107	Marketing Management for Tourism	3
TR 6109	International Tourism and its Environment	3
TR 5801	Research Methods for Tourism (Weekday 6.30 P.M. - 9.30 P.M.)	0
TR 6111	Information Technology and E-Commerce for Tourism	3
	One Elective Course	3

Trimester III

TR 6110	Tourism Policy and Public Planning	3
TR 6108	Strategic and Quality Management for Tourism and Hospitality	3
	One Elective Course	3

Trimester IV , V

TR 7006	Master's Thesis (for Thesis Option only)	6
TR 7007	Master's Thesis (for Thesis Option only)	9

Plan B: Non-Thesis Option

Foundation Course

Upper Intermediate Academic Writing*

*(For those who required English Proficiency Standard Course)

Trimester I

TR 6000	Managerial Accounting, Economics and Financial Decision Making for Tourism	3
TR 6001	Sustainable Tourism Development	3
TR 6103	Tourism Business Management and Ethics	3
TR 6104	Human Resources Management for Tourism Organization	3

Trimester II

TR 6107	Marketing Management for Tourism	3
TR 6109	International Tourism and its Environment	3
TR 5801	Research Methods for Tourism (Weekday 6.30 P.M. - 9.30 P.M.)	0
TR 6111	Information Technology and E-Commerce for Tourism	3
	One Elective Course	3

Trimester III

TR 6110	Tourism Policy and Public Planning	3
TR 6108	Strategic and Quality Management for Tourism and Hospitality	3
	One Elective Course	3

Trimester IV

TR 6992	Independent Study (Weekday 6.30 P.M. - 9.30 P.M.)	6
	Three Elective Courses	9

Trimester V

Written and Oral Comprehensive Examination

For Plan A

Candidates are required to take 2 elective courses and register for conducting the thesis (15 credits)

For Plan B

Candidates are required to take 5 elective courses as well as the comprehensive examination

Elective Courses (3 credits/ course)

TR 6102	Advanced Studies in Tourism Behavior
TR 6201	Thailand's tourism products
TR 6202	Field Work I : Ecological Sustainable Development Studies
TR 6203	International Hospitality and Hotel Management
TR 6205	Advanced Research Methods for Tourism
TR 6208	Selected Topic in Tourism Management
TR 6209	Cultural Tourism in Europe and America
TR 6210	Cultural Tourism in Latin America and Africa
TR 6211	New Tourism Products Development
TR 6212	Niche Tourism : Contemporary Issues, Trends, and Cases
TR 6214	Field Work II : Business and Leisure Event Management
TR 6215	Tourism Economics Studies
TR 6216	Tourism Legal Studies
TR 6217	Tourism Journalism and Travel Writing
TR 6218	Yield Management in Tourism Industry
TR 6219	Crisis Management in Tourism
TR 6220	Comparative ASEAN Tourism Policy Studies

ESTIMATED FEES: INSTALLMENTS

Installment	Thai Students		Non-Thai Students	
	(THB)	(THB)	(THB)	(US\$)
1 st Installment	137,500	137,500	137,500	4,167
2 nd Installment	137,500	137,500	137,500	4,167
3 rd Installment	112,500	112,500	137,500	4,167
4 th Installment	112,500	112,500	137,500	4,167
Total	500,000	500,000	550,000	16,686

The Fee includes:

- First enrollment fee (matriculation fee, etc)
- Tuition fee, University fee, Campus Network fee
- Comprehensive, Thesis fees (first attempt only)
- Health / Life insurance (non-Thai students)
- Educational Field Trip
- AU Academic Writing Course

The Fee doesn't cover the following:

- Admission fee (non-refundable)
- Textbooks
- Maintain 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/US\$ = 33
4. Overseas Field Trip is optional with additional fee 50,000 THB

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: May 2018

The University Registrar

UNIVERSITY ADMISSIONS CENTER (UNIAD)

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