



GRADUATE STUDIES



Facebook Fan Page



NETWORK OF INTERNATIONAL
BUSINESS SCHOOLS
ACCREDITATION

M.B.A. DIGITAL TRACK MASTER OF BUSINESS ADMINISTRATION

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

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

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 (1 copy)
3. Bachelor's degree certificate (1 copy)
4. Citizen identification card and residence registration (1 copy) - for Thai applicants
5. Passport (1 copy) - for Non-Thai applicants
6. Three (1x1.5 inches) photographs (formal attire, not in graduation gown)

ADMISSION FEE

1,000 THB

(English Proficiency Test and Interview Entrance Examination)

EXEMPTION

The AU English Proficiency Test 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)

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

VENUE & CLASS HOURS

Hua Mak Campus

Ramkhamhaeng 24 Rd.

Weekends (Sat. & Sun.) 9.00 a.m. to 4.00 p.m.

ABAC Professional Learning Center

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

| Schedule | Trimester (1/2020) May-August 2020 | Trimester (2/2020) September-December 2020 | Trimester (3/2020) January-April 2021 |
|-----------------------------|---------------------------------------|---|--|
| Application deadline | 21 April 2020 | 11 August 2020 | 15 December 2020 |
| Entrance Examination | 26 April 2020 | 15 August 2020 | 19 December 2020 |
| Entrance Examination Result | 28 April 2020 | 18 August 2020 | 22 December 2020 |
| Induction Day | 9 May 2020 | 29 August 2020 | 10 January 2021 |
| Instruction begins | 11 May 2020 | 31 August 2020 | 11 January 2021 |

CURRICULUM STRUCTURE

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

STUDY PLAN ABAC Professional Learning Center

Foundation Course

AWC 2000 Upper Intermediate Academic Writing Course*

* For those who required English Proficiency Standard 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

| | |
|---------|-----------------------------------|
| BP 6902 | Business Research Methodology |
| BP 6910 | International Business Management |
| BF 6701 | Financial Management |
| BE 6401 | Managerial Economics |

Trimester 3 @ ABAC

| | |
|---------|--|
| BM 6801 | Marketing Management |
| BP 6904 | Operation Management |
| 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 Ethic |
| 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*

* For those who required English Proficiency Standard 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

| | |
|---------|-----------------------------------|
| BP 6902 | Business Research Methodology |
| BP 6910 | International Business Management |
| BF 6701 | Financial Management |
| BE 6401 | Managerial Economics |

Trimester 3 @ ABAC

| | |
|---------|--|
| BM 6801 | Marketing Management |
| BP 6904 | Operation Management |
| 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

ESTIMATED FEES: Installments

| Installments | Non-Thai Students | | | |
|-----------------------------|------------------------|----------------|---------------|----------------|
| | Thai Students (THB) | (THB) | (US\$) | (CNY) |
| 1 st Installment | 137,500 | 137,500 | 4,583 | 27,500 |
| 2 nd Installment | 137,500 | 137,500 | 4,583 | 27,500 |
| 3 rd Installment | 137,500 | 137,500 | 4,583 | 27,500 |
| 4 th Installment | 137,500 | 137,500 | 4,583 | 27,500 |
| Total | 550,000 | 550,000 | 18,337 | 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)
- Overseas Field Trip
- AU Academic Writing Course (15,000 THB for first attempt only)

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 30 = US\$ 1, THB 5 = CNY 1
4. Oversea field trip

APPLY AT

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 Professional Training Center

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. |
|-----------------|--------------------------|

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.

The University Registrar

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 PROFESSIONAL TRAINING CENTER

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

SUVARNABHUMI CAMPUS

SR101
Tel. +66 (2) 723 2713



+66 (81) 815 1237



www.grad.au.edu



gradadmission@au.edu



Graduate Studies
Mobile App.