

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.

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

ADMISSION SCHEDULE 2018 / 2019

Schedule	Trimester September-December 2018 (1/2018)	Trimester January-April 2019 (2/2018)	Trimester May-August 2019 (3/2018)
Application deadline	August 16, 2018	December 20, 2018	April 25, 2019
AU English Proficiency Test (9:00 – 12:00 a.m.)	August 19, 2018 (Sun)	December 23, 2018 (Sun)	April 28, 2019 (sun)
Interview Entrance Examination (1:00 – 5:00 p.m.)	August 19, 2018 (Sun)	December 23, 2018 (Sun)	April 28, 2019 (sun)
AU Entrance Result	August 22, 2018	December 26, 2018	May 1, 2019
Registration for first semester	August 29- September 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 (Sat)	January 19, 2019 (Sat)	May 18, 2019 (Sat)

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. 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 Residence Registration - For Thai Applicants (2 copies)
5. Passport - For Non-Thai Applicants (2 copies)
6. Four (1x1 – inch size) photographs (formal attire, not in graduation gown)

ADMISSION & EXAMINATION FEES

(non refundable)

Admission fee	Baht 500
AU English Proficiency Test	Baht 500
Interview Entrance Examination	Baht 500

EXEMPTION

The AU English Proficiency Test can be exempted depending on which of the following conditions you satisfy.

- a TOEFL score of at least (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, 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

M.B.A. Digital Fast Track

MASTER OF BUSINESS ADMINISTRATION

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 Ethic
BR 6203 Brand Management
BM 6806 International Marketing Management

*Elective Courses with majority votes

*Availability of elective courses depends on term and lecturers

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

Last updated: June 2018

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

CURRICULUM STRUCTURE

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

ESTIMATED FEES: Installments

Installments	Non-Thai Students			
	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	137,500	137,500	4,166.67	27,500
4 th Installment	137,500	137,500	4,166.67	27,500
Total	550,000	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)
- Overseas 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

UNIVERSITY ADMISSIONS CENTER (UNIAD)

HUA MAK CAMPUS

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ABAC CITY CAMPUS

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SUVARNABHUMI CAMPUS

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