



M.B.A. Digital Track

Duration: 1.5 years

Venue: ABAC Hua Mak Campus and ABAC Ciity Campus

Class Hours:

- ABAC Hua Mak Campus: Sat – Sun (09.00 a.m. – 04.00 p.m.)
- ABAC City Campus: Sat – Sun (10.30 a.m. – 05.30 p.m.)

Admission Schedule 2018/2019

Schedule	Trimester 3/2017 (May – Aug 2018)	Trimester 1/2018 (Sept. – Dec 2018)	Trimester 2/2018 (Jan – Apr. 2019)	Trimester 3/2019 (May – Aug 2019)
Application Deadline	April 19, 2018	August 16, 2018	December 20, 2018	April 25, 2019
AU English Proficiency Test	April 22, 2018	August 19, 2018	December 23, 2018	April 28, 2019
Interview Entrance Examination	April 22, 2018	August 19, 2018	December 23, 2018	April 28, 2019
AU Entrance Result	April 25, 2018	August 22, 2018	December 26, 2018	May 1, 2019
Registration for first Semester	May 2-8, 2018	Aug 29 - Sept 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 12, 2018	September 8, 2018	January 19, 2019	May 18, 2019

Study System:

- **1st Trimester:** September – December
- **2nd Trimester:** January – April
- **3rd Trimester:** May - August

Qualifications for Admission

1. A Bachelor degree from an accredited institution to apply for Master program
2. A cumulative grade point average of 2.0 or its equivalent
3. Good command of English
4. Computer literacy
5. Take the AU English proficiency test (or a TOEFL score of (iBT) 90 or an IELTS (Academic) score of at least 6.5 (Validation: Two years)
6. Interview entrance examination

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 (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)

**Admission Fee**

- Admission Fee 500 Baht
- AU English Proficiency Test 500 Baht
- Interview Entrance Examination 500 Baht

*The English Entrance Examination can be exempted depending on which of the following conditions you satisfy

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

Curriculum Structure

- Foundation Courses*
- Required Courses 30 credits
- Elective Courses 12 credits
- Individual Research Project 6 credits
- Total 48 credits**

Estimated Fees

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

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

The fee doesn't cover the followings:

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

Notes:

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



Study Plan

Foundation Courses

*AWC 2000 Upper Intermediate Academic Writing Course**

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

Hua Mak Campus

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
BM 6892 ST. in Service Marketing (Elective Course)
BM 6805 Marketing Logistics Mgt. (Elective Course)

Trimester 4

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

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

City Campus

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
BM 6810 Customer Relationship Mgt. (Elective Course)
BM 6805 Marketing Logistics Mgt. (Elective Course)

Trimester 4

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

Trimester 5

Written and Oral Comprehensive Exam

BM 6897 Retail Management
BN 6103 Management of Innovation
BP 6905 Human Resource Management
BP 6911 Business Ethic
BN 6202 Supply Chain Management
BR 6203 Brand Management

**Elective Courses with majority votes*

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



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