

M.B.A. Fast Track

MASTER OF BUSINESS ADMINISTRATION



1.5 - 2 YEARS APPROXIMATELY
 DAY AND EVENING PROGRAM
 BLOCK TEACHING
 THESIS OR NON-THESIS OPTION
 EDUCATIONAL FIELD TRIP
 SPECIALIZATION IN MARKETING,
 FINANCE, GENERAL MANAGEMENT

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

ADMISSION SCHEDULE 2017 / 2018

| Schedule | Trimester May-August 2018 (3/2017) | Trimester September-December 2018 (1/2018) | Trimester January-April 2019 (2/2018) | Trimester May-August 2019 (3/2018) |
|---|--|--|---|--|
| Application deadline | April 19, 2018 | August 16, 2018 | December 20, 2018 | April 25, 2019 |
| AU English Proficiency Test (9:00 – 12:00 a.m.) | April 22, 2018 (Sun) | August 19, 2018 (Sun) | December 23, 2018 (Sun) | April 28, 2019 (sun) |
| Interview Entrance Examination (1:00 – 5:00 p.m.) | April 22, 2018 (Sun) | August 19, 2018 (Sun) | December 23, 2018 (Sun) | April 28, 2019 (sun) |
| AU Entrance Result | April 25, 2018 | August 22, 2018 | December 26, 2018 | May 1, 2019 |
| Registration for first semester | May 2-8, 2018 | August 29- September 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 7, 2018 (Mon) | September 3, 2018 (Mon) | January 14, 2019 (Mon) | May 13, 2019 (Mon) |

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 (2 copies)
3. Bachelor's degree certificate (2 copies)
4. Citizen identification card and residenceregistration (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)

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 entrance examination 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)

VENUE & CLASS HOURS

Huamak Campus

Ramkhamhaeng 24 Road
 Weekday (Mon. - Fri.)
 - Day Class: 02.00 p.m. - 05.00 p.m.
 - Evening Class: 06.30 p.m. - 09.30 p.m.

ABAC City Campus

ZEN @ CentralWorld, 14th floor
 - 3 days / week (Mon., Wed., Fri.)
 • Day Class: 10.30 a.m. – 3.30 p.m.
 • Evening Class: 06.00 p.m. – 10.00 p.m.
 - Exams will be taken at Hua Mak Campus

GRADUATION REQUIREMENTS

1. Plan A: complete all required coursework of 33 credits, and pass the 15 credits of Thesis Examination
2. Plan B: Complete all required 48 credits of coursework and pass both the Written and Oral Comprehensive Examinations
3. A minimum Cumulative Grade Point Average of 3.00
4. Completion of Internship including a written report, oral presentation, and participation in Speaker of the Month Program (6 times) as a partial fulfillment of the degree are required for the M.B.A. students only.

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: March 2018

The University Registrar

M.B.A. Fast Track

MASTER OF BUSINESS ADMINISTRATION

CURRICULUM STRUCTURE

Foundation courses

Upper Intermediate Academic Writing Course

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

Plan A: Thesis Option

| | |
|-------------------------|------------|
| Foundation Courses* | |
| Required Courses | 30 credits |
| Elective Course | 3 credits |
| Thesis in concentration | 15 credits |

Total 48 credits

Plan B: Non-Thesis Option

| | |
|-----------------------------|------------|
| Foundation Courses* | |
| Required Courses | 30 credits |
| Elective Courses | 12 credits |
| Individual research project | 6 credits |
| Comprehensive Examination | - credits |

Total 48 credits

** For those who required English Proficiency Standard Course*

ESTIMATED FEES: Installments

| Installments | Thai Students | Non-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 | 112,500 | 137,500 | 4,166.67 | 27,500 |
| 4 th Installment | 112,500 | 137,500 | 4,166.67 | 27,500 |
| Total | 500,000 | 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)
- Educational 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
4. Overseas field trip is optional with additional fee 50,000 THB.

STUDY PLAN CITY CAMPUS

Foundation Courses

AWC 2000 Upper Intermediate Academic Writing Course*

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 |
| BP 6905 | Human Resource management (Elective Course) |
| BM 6802 | Advertising and Promotional Strategies (Elective Course) |

Trimester 4

| | |
|---------|--|
| BP 6918 | Strategic Management |
| BP 6955 | Individual Research in Management |
| BM 6806 | International Marketing Management (Elective Course) |
| | One Elective Course |

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

**Elective Courses with majority votes*

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

STUDY PLAN HUA MAK CAMPUS

Foundation Courses

AWC 2000 Upper Intermediate Academic Writing Course*

Thesis Option

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 Management |
| BF 6701 | Financial Management |
| BE 6401 | Managerial Economics |

Trimester 3

| | |
|---------|---------------------------------------|
| BP 6904 | Operation Management |
| BP 6902 | Business Research Methodology |
| BP 6918 | Strategic Management |
| | One Elective Course in Specialization |

Trimester 4

| | |
|---------|--------------------------------------|
| BZ 7000 | Thesis in Specialization (6 credits) |
| BZ 7001 | Thesis in Specialization (9 credits) |

Non - Thesis Option

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 Management |
| BF 6701 | Financial Management |
| BE 6401 | Managerial Economics |

Trimester 3

| | |
|---------|--|
| BP 6904 | Operation Management |
| BP 6902 | Business Research Methodology |
| | Two Elective Courses in Specialization |

Trimester 4

| | |
|---------|--|
| BP 6918 | Strategic Management |
| | Individual Research in Specialization |
| | Two Elective Courses in Specialization |

Trimester 5

Written and Oral Comprehensive Exam

Specialization Areas:

Marketing

| | |
|---------|----------------------------|
| BM 6802 | Advertising and Promotion |
| BM 6806 | Int'l marketing Management |
| BM 6896 | Consume Behavior |
| BM 6803 | Product Management |

Finance

| | |
|---------|--------------------------------------|
| BF 6704 | Investment |
| BF 6705 | Management of Financial Institutions |
| BF 6706 | Int'l Financial Management |
| BF 6791 | ST. Risk Management |

General Management

BP 6909 Negotiation

**Elective Courses with majority votes*

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

UNIVERSITY ADMISSIONS CENTER (UNIAD)

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