

M.B.A. TOURISM MANAGEMENT

MBA Tourism School of Professional Studies

Prospective
Mainland Chinese
Applicants



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-organized 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.

ADMISSION SCHEDULE 2017 / 2018

Schedule	Semester 1/2017 Sep-Dec 2017	Semester 2/2017 Jan-Apr 2018	Semester 3/2017 May-Aug 2018
Application deadline	August 17, 2017	December 14, 2017	April 19, 2018
AU English Proficiency Test (9:00 - 12:00 a.m.)	August 20, 2017 (Sun)	December 17, 2017 (Sun)	April 22, 2018 (Sun)
Interview Entrance Examination (1:00 - 4:00 p.m.)	August 20, 2017 (Sun)	December 17, 2017 (Sun)	April 22, 2018 (Sun)
Entrance Examination Result (English+Interview)	August 23, 2017	December 20, 2017	April 25, 2018
Registration for first trimester	August 25-31, 2017	January 8 -14, 2018	April 27 – May 4, 2018
Induction Day	September 2, 2017	January 14, 2018	May 5, 2018
Instruction begins	September 9, 2017	January 20, 2018	May 12, 2018

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 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)

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.

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)

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 SM115,
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

AWC2000 Upper Intermediate Academic Writing Course*
 *(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 a.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 a.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 a.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 6206 Comparative Asian/ASEAN Tourism Policy Studies
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

ESTIMATED FEES

Installment	Non-Thai Students (US\$)
1 st Installment	6,840
2 nd Installment	5,310
3 rd Installment	2,040
4 th Installment	2,510
Total	16,700

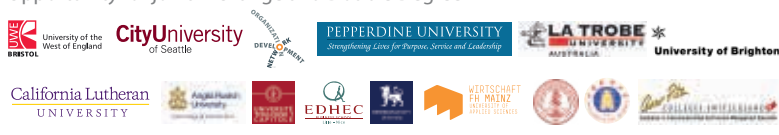
The fee includes administration for enrollment (2,000 US\$)

1. Admission Fees
2. Entrance Examinations (English Proficiency Test and Interview)
3. Document verification service
4. Acceptance letter for VISA application service
5. Recommendation for accommodations service
6. Tuition for AU Academic Writing Course
7. Partial tuition fee for the first semester
8. Thesis, Comprehensive and Internship fee

The fee does not cover:

1. Text book, maintaining status / trimester
2. Field trip to overseas countries which required by some programs
3. Joint program and Double Degree program fee at overseas university

Opportunity for joint Exchange and Double Degree



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: October 2017

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