

# M.B.A. Professional Track

## MASTER OF BUSINESS ADMINISTRATION

1.5 YEARS TRACKS  
 DAY AND EVENING PROGRAM  
 BLOCK TEACHING  
 NON-THESIS OPTION  
 OVERSEAS FIELD TRIP



ABAC City Campus

### 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 – 5:00 p.m.)	August 20, 2017 (Sun)	December 17, 2017 (Sun)	April 22, 2018 (Sun)
AU Entrance Result	August 23, 2017	December 20, 2017	April 25, 2018
Registration for first semester	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 4, 2017	January 15, 2018	May 7, 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. Adequate undergraduate training to do graduate work in the M.B.A. Program
4. At least TWO YEARS of work experience in private or public organization (for M.B.A. Evening Program)
5. Good command of English
6. 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)
7. Employment letter (for M.B.A. Evening)

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
  - 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 (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

1<sup>st</sup> Trimester | 2<sup>nd</sup> Trimester | 3<sup>rd</sup> Trimester  
 September - December | January - April | May - August

### VENUE & CLASS HOURS

- 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

**DURATION:** 1.5 years

### 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.

### APPLICATIONS

**Hua Mak Campus**  
 Admissions Center "P" Building, 1<sup>st</sup> 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.



ABAC City Campus

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## MASTER OF BUSINESS ADMINISTRATION

### STUDY PLAN

#### Foundation Courses

AWC 2000 Upper Intermediate Academic Writing Course\*  
 \*(For those who required AU English Proficiency Standard Course)

#### Trimester 1 @ ABAC

- BG 5006 Intro. To Quantitative Analysis
- BP 6903 Organizational Behavior
- BA 6001 Managerial Accounting
- BC 6501 Intro. To Mgt. Information Systems

#### Trimester 2 @ ABAC

- BM 6801 Marketing Management
- BP 6910 International Business Mgt.
- BF 6701 Financial Management
- BE 6401 Managerial Economics

#### Trimester 3 @ ABAC

- 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 @ ABAC

- BP 6918 Strategic Management
- BP 6955 Individual Research in Management
- BM 6806 International Marketing Management (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 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

### CURRICULUM STRUCTUR

#### Plan B: Non-Thesis Option

Foundation Courses*	
Required Courses	30 credits
Elective Courses	12 credits
Individual research project	6 credits
Comprehensive Examination	- credits
<b>Total</b>	<b>48 credits</b>

\* For those who required English Proficiency Standard Course

### ESTIMATED FEES: INSTALLMENTS

Installments	Thai Students (THB)	Non-Thai Students (THB)	(US\$)
1 <sup>st</sup> Installment	131,000	148,500	4,500
2 <sup>nd</sup> Installment	107,000	107,000	3,242
3 <sup>rd</sup> Installment	107,000	107,000	3,242
4 <sup>th</sup> Installment	105,000	110,000	3,333
<b>Total</b>	<b>450,000</b>	<b>472,500</b>	<b>14,318</b>

#### The fee includes:

- First enrollment fee (matriculation fee, etc.)
- Tuition fee, University fee, Campus network fee
- Comprehensive, Thesis fees (first attempt only)
- Health / life insurance (non-Thai students)
- Overseas field trip

#### The fee doesn't cover the followings:

- Admission fee (non-refundable)
- Textbooks
- Maintaining Student Status (4,900 THB per Trimester)
- AU Academic Writing Course (15,000 THB)

#### 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

#### 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: October 2017

The University Registrar

Opportunity for joint, Exchange and Double Degree



### 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 CITY CAMPUS**  
 Zen @ Central World, 14<sup>th</sup> floor.  
 E-mail : citycampus@au.edu  
 Tel: +66 (2) 1009 115-8

**SUVARNABHUMI CAMPUS**  
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