



GRADUATE SCHOOL OF  
**BUSINESS AND ADVANCED  
TECHNOLOGY MANAGEMENT**



NETWORK OF INTERNATIONAL  
BUSINESS SCHOOLS  
**ACCREDITATION**

# M.B.A. FAST TRACK

## MASTER OF BUSINESS ADMINISTRATION

- 1.5 - 2 YEARS APPROXIMATELY
- WEEKDAY PROGRAM
- BLOCK TEACHING
- THESIS OR NON-THESIS OPTION
- SEMINAR, WORKSHOP, DIGITAL LEARNING
- SPECIALIZATION IN MARKETING, FINANCE, GENERAL MANAGEMENT

**มีทุนการศึกษาจากทางมหาวิทยาลัย**

สมัครวันนี้ สำหรับนักศึกษาใหม่สัญชาติไทย **จ่ายเพียง ๓๙๕,๕๐๐ บาท**

**Graduate School of Business Advanced Technology Management (GS-BATM)**

3<sup>rd</sup> Fl., A building, Huamak campus,  
Ramkhamhaeng 24 Rd., Bangkok, Thailand  
Tel: 02-300-4543 ext.1360, 1361

### 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. English Proficiency Test and Interview Entrance Examination

### ENTRANCE REQUIREMENTS

1. A completed application form
2. Official transcript of the previous university attended (1 copy)
3. Bachelor's degree certificate (1 copy)
4. Citizen identification card and House Registration (1 copy) - for Thai applicants
5. Passport (1 copy) - for Non-Thai applicants
6. Three (1x1.5 inches) 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*

### ADMISSION FEE

1,000 THB

### 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)

### VENUE & CLASS HOURS

#### Huamak Campus

Ramkhamhaeng 24 Road  
Weekday (Mon. - Thu.)

- Day Class: 09.30 a.m. - 12.30 p.m.

### 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

## ADMISSIONS SCHEDULE 2022/2023

| Schedule                    | Trimester 1/2022<br>May-August 2022 | Trimester 2/2022<br>September-December 2022 | Trimester 3/2022<br>January-April 2023 |
|-----------------------------|-------------------------------------|---|--|
| <b>Application Deadline</b> | 20 April 2022                       | 17 August 2022                              | 21 December 2022                       |
| Entrance Examination        | 23 April 2022                       | 20 August 2022                              | 24 December 2022                       |
| Entrance Examination Result | 27 April 2022                       | 23 August 2022                              | 27 December 2022                       |
| Induction Day               | 7 May 2022                          | 27 August 2022                              | 7 January 2023                         |
| <b>Instruction begins</b>   | 9 May 2022                          | 29 August 2022                              | 9 January 2023                         |

### CURRICULUM STRUCTURE

#### Foundation courses

Upper Intermediate Academic Writing Course

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

| Plan A: Thesis Option   |                   | Plan B: Non-Thesis Option   |                   |
|-------------------------|-------------------|-----------------------------|-------------------|
| Foundation Courses*     |                   | Foundation Courses*         |                   |
| Required Courses        | 30 credits        | Required Courses            | 30 credits        |
| Elective Course         | 3 credits         | Elective Courses            | 12 credits        |
| Thesis in concentration | 15 credits        | Individual research project | 6 credits         |
| <b>Total</b>            | <b>48 credits</b> | Comprehensive Examination   | - credits         |
|                         |                   | <b>Total</b>                | <b>48 credits</b> |

### Non - Thesis Option

#### Trimester 1

BG 5006 Intro. To Quantitative Analysis  
BP 6903 Organizational Behavior  
BA 6601 Managerial Accounting  
BC 6501 Intro. To Mgt. Information Systems

#### Trimester 2

BP 6902 Business Research Methodology  
BP 6910 International Business Management  
BF 6701 Financial Management  
BE 6401 Managerial Economics

#### Trimester 3

BM 6801 Marketing Management  
BP 6904 Operation Management  
Two Elective Courses in Specialization area

#### Trimester 4

BP 6918 Strategic Management  
Individual Research in Specialization  
Two Elective Courses in Specialization area

#### 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  
BM 6855 Individual Research in Marketing

#### Finance

BF 6704 Investment  
BF 6705 Management of Financial Institutions  
BF 6706 Int'l Financial Management  
BF 6791 ST. Risk Management  
BF6755 Individual Research in Finance

#### General Management

Elective courses with General Management Area or other specialization Areas  
BP6955 Individual Research in Management

*\*Elective Courses with Specialization Area*

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

### ESTIMATED FEES: INSTALLMENTS

| Installments                | Thai Students  | Non-Thai Students |               |                |
|-----------------------------|----------------|-------------------|---------------|----------------|
|                             | (THB)          | (THB)             | (US\$)        | (CNY)          |
| 1 <sup>st</sup> Installment | 137,500        | 137,500           | 4,583         | 27,500         |
| 2 <sup>nd</sup> Installment | 137,500        | 137,500           | 4,583         | 27,500         |
| 3 <sup>rd</sup> Installment | 112,500        | 137,500           | 4,583         | 27,500         |
| 4 <sup>th</sup> Installment | 112,500        | 137,500           | 4,583         | 27,500         |
| <b>Total</b>                | <b>500,000</b> | <b>550,000</b>    | <b>18,333</b> | <b>110,000</b> |

#### 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)
- AU Academic Writing Course (15,000 THB for first attempt only)

#### 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 30 = US\$ 1, THB 5 = CNY 1

### 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 6601 Managerial Accounting  
BC 6501 Intro. to Mgt. Information Systems

##### Trimester 2

BP 6902 Business Research Methodology  
BP 6910 International Business Management  
BF 6701 Financial Management  
BE 6401 Managerial Economics

##### Trimester 3

BM 6801 Marketing Management  
BP 6904 Operation Management  
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)

### 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.

#### 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.

#### 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: November 2021

The University Registrar

