



## GRADUATE STUDIES

มีทุนการศึกษาจากทางมหาวิทยาลัย

สมัครวันนี้ สำหรับนักศึกษาใหม่สัญชาติไทย จ่ายเพียง ๒๙๕,๕๐๐ บาท

# M.B.A. CREATIVE COMMUNICATION

## Master of Business Administration

Program Duration: **1.5 – 2 Years**

Class Schedule: **Weekdays (Monday – Thursday)**

Study Option: **Non-Thesis**

Concentration: **Creative Communication**

Teaching Format: **Block Mode of Teaching (BMT) – courses are offered in shorter intensive periods**

Learning Environment: **Small class sizes, seminar and workshop-based learning**

International Field Trip: **Available under the University's conditions\***

### 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

### APPLICATION 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. One (1x1.5 inches size) photograph (formal attire, not in graduation gown)

Applicants who are graduates from overseas universities will be required to provide at the time of applying and not later, certified, attested, or notarized by competent notaries, all academic documents with the seal or stamp by the Ministry of Foreign Affairs, Ministry of Education or related department.

**ADMISSION FEE** 1,000 THB (Non-refundable)

**DURATION:** 1.5 years

### ENTRANCE EXAMINATION

- AU English Proficiency Test
- Interview Entrance Examination

### 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 an IELTS (Academic) score of at least 6.5 (Validation: Two years)
- a Bachelor's degree from native English speaking countries (USA, Canada, UK, New Zealand and Australia)

### VENUE & CLASS HOURS

#### Huamak Campus

Weekdays (Mon. - Thu.) 09:30 A.M. - 12:30 P.M.  
OR  
Weekends (Sat. & Sun.) 09:30 A.M. - 04:30 P.M.



GRADUATE SCHOOL OF  
BUSINESS AND ADVANCED  
TECHNOLOGY MANAGEMENT



NETWORK OF INTERNATIONAL  
BUSINESS SCHOOLS  
ACCREDITATION

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

3<sup>rd</sup>. Fl., A building, Huamak campus,  
Ramkhamhaeng 24 Rd., Bangkok, Thailand  
Tel : +66 (2) 783-2222 Ext. 1360, 1361  
email: grad@au.edu

ADMISSION SCHEDULE 2026 - 2027

	Semester 3/2025 (January - April 2026)	Trimester 1/2026 (May - August 2026)	Trimester 2/2026 (September - December 2026)	Trimester 3/2026 (January - April 2027)
Application Deadline	26 December 2025	24 April 2026	17 August 2026	24 December 2026
AU EPS Test and Interview	By appointment	By appointment	By appointment	By appointment
Induction Day	10 January 2026	9 May 2026	29 August 2026	17 January 2027
Instruction begins	17 January 2026	11 May 2026	31 August 2026	18 January 2027

CURRICULUM STRUCTURE

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
Total	48 credits	Comprehensive Examination	- credits
		Total	48 credits

**Term 1**  
Foundation courses  
Upper Intermediate Academic Writing Course  
*\*(For those who required AU English Proficiency Standard Course)*  
Introduction To Quantitative Analysis  
Organizational Behavior  
Managerial Accounting  
Introduction To Management Information Systems

**Term 2**  
Business Research Methodology  
International Business Management  
Financial Management  
Managerial Economics

**Term 3**  
Operation Management  
Marketing Management  
Strategic Management  
Creative Workshop Management (Elective course)

**Term 4**  
Cultural Events and Festival Management (Elective course)  
Communication Design (Elective course)  
Brand and Communications Management (Elective course)  
Individual Research in Creative Communication

**Term 5**  
Written and Oral Comprehensive Exam

ESTIMATED FEES: INSTALLMENTS

Installments	Thai Students	Non-Thai Students
	(THB)	(THB)
1 <sup>st</sup> Installment	137,500	137,500
2 <sup>nd</sup> Installment	137,500	137,500
3 <sup>rd</sup> Installment	112,500	137,500
4 <sup>th</sup> Installment	112,500	137,500
Total	500,000	550,000

The fee does not include:

- Admissions fee (non-refundable)
- Textbooks, grammar proofreading of the IR/IS, and thesis reports
- Maintaining Student Status (4,900 THB per Trimester)
- International field trip (for students who received scholarships with a discounted fee of 395,500 THB.

**Note:**

- In case of a failed grade in any course or comprehensive examination, the student must repeat the course or the exam with the registration and university fees at the latest rate separately.
- International field trip: an additional fee of 154,500 THB is required for those who received a fee of 395,500 THB.
- The fees are subject to change at the university's discretion without prior notice.

ADMISSIONS OFFICE

Hua Mak Campus  
Martin de Tours Hall (Building 'M'), 1<sup>st</sup> Floor  
Ramkhamhaeng Road, Soi 24, 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.

**Important Notice**

The information provided in this catalog is for reference only and should not be construed as a binding agreement between the student and the institution.

Assumption University reserves the right to modify any information contained herein, including but not limited to academic requirements for graduation.

Every effort will be made by the Office of Graduate Studies to keep students informed of any such changes.

UNIVERSITY ADMISSIONS CENTER

**Hua Mak Campus,** Martin de Tours Hall  
**(Building 'M'),** 1st Floor  
Tel: +66 81 815 1237  
Tel: +66 2 783 2345  
Tel: +66 2 783 2222 ext. 1244

Email: gradadmission@au.edu  
WhatsApp: @abacgrad1  
Line: @abacgrad  
Facebook: abacgraduate  
Instagram: au\_grad\_studies  
www.grad.au.edu



Line

Facebook

Instagram

www.grad.au.edu