



GRADUATE STUDIES



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



NETWORK OF INTERNATIONAL BUSINESS SCHOOLS **ACCREDITATION**

IN CREATIVE BUSSINESS ENTERTAINMENT INDUSTRY OR DESIGNING FIRM AS A PRODUCER, BRAND MANAGER, EVENT DIRECTOR, PUBLIC RELATIONS PRACTITIONER, FASHION INDUSTRY AND FOR CONSULTANCIES AS PROJECT MANAGER OR STRATEGIST.

TO CROSS OVER TO SUSTAINABLE ACHIEVEMENTS IN MBA WITH CREATIVE COMMUNICATION.

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“THE PROGRAM INTEGRATES A COMPREHENSIVE SET OF MBA CLASSES WITH COMMUNICATION MANAGEMENT COURSEWORK, RESULTING IN A PERSONALIZED, WORLD-CLASS AND BUSINESS BASED IN COMMUNICATION.

WE BELIEVE THAT EVERY CREATIVE IDEA IS THE SEED OF SUCCESS, BE CREATIVE LEADERS WITH THE REAL BUSINESS-LEADER CREATORS”

M.B.A. CREATIVE COMMUNICATION

- 1.5 YEARS APPROXIMATELY
- THESIS OR NON-THESIS OPTION

มีทุนการศึกษาจากทางมหาวิทยาลัย

สมัครวันนี้ สำหรับนักศึกษาใหม่สัญชาติไทย **จ่ายเพียง ๓๔๕,๕๐๐ บาท**

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. Official transcript of the previous university attended (1 copy)
2. Bachelor's Degree Certificate (1 copy)
3. Citizen identification Card and House Registration (1 copy)
4. Passport (1 copy) - for Non – Thai Applicants
5. Three (1x1.5 inches size) photographs (formal attire, not in graduation)

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

EXEMPTION

The AU English Proficiency Test can be exempted depending on which of the following conditions you satisfy.

- a TOEFL score of at least (iBT) 90 or (P) 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: 9.30 a.m. to 12.30 a.m.
- Weekends (Sat.& Sun.) 9.30 a.m. to 4.30 p.m

WHAT IS MBA IN CREATIVE COMMUNICATION TRACK?

The degree of MBA in creative communication integrates creative, technical, managerial, logistical research required for the development of confident and competent creative business related people. Student will learn to analyze, manage and transform environments for creative business industry. Student will also gain a detailed understanding of marketing, management and economics. Its core is creative direction with design implementation skills across a broad range of media platforms, including branding, public relations, corporate, festivals, promotional, charitable, educational, theatrical and entertainment event, music business and also architect/ product designing.

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 SCHEDULE 2023 / 2024

Schedule	Trimester 1/2023 May - August 2023	Trimester 2/2023 September - December 2023	Trimester 3/2023 January - April 2024
Application Deadline	Wed. 19 April 2023	Wed. 16 August 2023	Wed. 20 December 2023
Entrance Examination	Sat. 22 April 2023	Sat. 19 August 2023	Sat. 23 December 2023
Entrance Examination Result	Wed. 26 April 2023	Tue. 22 August 2023	Tue. 26 December 2023
Induction Day	Sat. 13 May 2023	Sat. 2 September 2023	Sun. 14 January 2024
Instruction begins	Mon. 15 May 2023	Mon. 4 September 2023	Mon. 15 January 2024

OPTIONAL: BRIDGING COURSE FOR COMARTS (CA),

Student can transfer 12 credits maximum (4 courses) from bachelor degree courses which earned grade B+, A- or A only as follows :

Introduction to Quantitative Analysis	=	Statistic I / Fund. Statistic
Business Research	=	Com.Arts research
Advance Presentation technique	=	Present technique
Creative workshop management	=	Workshop 1 or 2

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
Total	48 credits	Comprehensive Examination - credits	
		Total	48 credits

Trimester 1

Introduction To Quantitative Analysis

Organizational Behavior

Managerial Accounting

Introduction To Management Information Systems

Trimester 2

Business Research Methodology

International Business Management

Financial Management

Managerial Economics

Trimester 3

Operation Management

Marketing Management

Strategic Management

Creative Workshop Management

Trimester 4

Cultural Events and Festival Management

Communication Design

Brand and Communications Management

Individual Research in Creative Communication

Trimester 5

Written and Oral Comprehensive Exam

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

ESTIMATED FEES : WEEKDAY CLASS

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

ESTIMATED FEES : WEEKEND CLASS

Installments	Thai Students		Non-Thai Students	
	(THB)	(THB)	(US\$)	(CNY)
1 st Installment	137,500	137,500	4,583	27,500
2 nd Installment	137,500	137,500	4,583	27,500
3 rd Installment	137,500	137,500	4,583	27,500
4 th Installment	137,500	137,500	4,583	27,500
Total	550,000	550,000	18,333	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)
- 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 students 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
4. Educational field trip is optional with additional fee 50,000 THB.

APPLICATIONS

Hua Mak Campus

Admissions Center "A" 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.

Suvarnabhumi Campus

Admissions Center SR101,
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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Graduate School of Business Advanced Technology Management (GS-BATM)

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

UNIVERSITY ADMISSIONS CENTER

Last updated: Jan 2023

HUA MAK CAMPUS
Tel. +66 (2) 300 4543-62 Ext.1244
Tel. +66 (2) 719 1929

+66 (81) 815 1237
+66 (63) 593 5885
gradadmission@au.edu



Line



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Instagram



www.grad.au.edu