



# MASTER OF SCIENCE IN HEALTHCARE ENTREPRENEURSHIP AND WELLNESS MANAGEMENT

*Shaping the Future of Healthcare and Wellness*

## PROGRAM OVERVIEW

### INTRODUCTION TO THE PROGRAM

The Master of Science in Healthcare Entrepreneurship and Wellness Management at Assumption University, under the ABAC School of Nursing Science, is designed to equip students with the skills and knowledge needed to lead and innovate in the dynamic healthcare and wellness industries. This international program combines comprehensive coursework with practical experience, preparing graduates to excel in various professional roles.

### KEY HIGHLIGHTS AND UNIQUE FEATURES

- Innovative Curriculum: Covers essential areas such as healthcare entrepreneurship, strategic management, digital innovation, and wellness.
- Flexible Study Options: Choose between a Thesis or Independent Study track to tailor your educational experience to your career goals.
- Expert Faculty: Learn from distinguished faculty with extensive academic and industry experience.
- Real-World Application: Engage in practical learning through case studies, seminars, and research projects.
- Global Perspective: An international program that prepares students for leadership roles in diverse and dynamic healthcare environments.



## INNOVATIVE CURRICULUM

## EXPERT FACULTY

## FLEXIBLE STUDY OPTIONS

## REAL-WORLD APPLICATION

## GLOBAL PERSPECTIVE

### 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) photograph (formal attire, not in graduation gown).

Note: All documents must be endorsed with a signature and submitted in person by the last day of the application period. Otherwise, the application will not be considered.

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

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

### VENUE & CLASS HOURS:

Hua Mak Campus, Ramkhamhaeng 24 Rd.  
Weekend: 9:00 - 12:00 a.m. and 1:00 - 5:00 p.m.

### PROGRAM DURATION: 1.5 YEARS

### ENTRANCE EXAMINATION

- AU English Proficiency Test.
- Interview Entrance Examination.

### Exemption for English Test

The AU English Proficiency Test can be exempted if you satisfy one of the following conditions:

- A TOEFL (iBT) score of 90 or an IELTS (Academic) score of at least 6.5 (valid for two years).
- A Bachelor's degree from native English-speaking countries (USA, Canada, UK, New Zealand, and Australia).

### STUDY SYSTEM

- First Semester: June-October
- Second Semester: November-March

## ADMISSIONS SCHEDULE 2025 / 2026

	Semester 2/2025 (November 2025 – March 2026)	Semester 1/2026 (June – October 2026)
Application deadline	Wed. 23 October 2025	May 2026
AU English Proficiency Test and Interview	by appointment	Online
Entrance results	28 Oct – 1 Nov 2025	June 2026
Instruction begins	Mon. 4 November 2025	June 2026

## CURRICULUM STRUCTURE

### PLAN A TYPE A2: COURSEWORK AND THESIS

Required Courses	24 Credits
Thesis	12 Credits
Total	36 Credits

### PLAN B: COURSEWORK AND INDEPENDENT STUDY

Required Courses	24 Credits
Elective Course	9 Credits
Independent Study	3 Credits
Total	36 Credits



### REQUIRED COURSES

HWM 6401	Explorations to Health and Wellness Landscapes
HWM 6402	Pathways to Entrepreneurial Success
HWM 6403	Healthcare Strategic Management
HWM 6404	Workforce Management for Healthcare
HWM 6405	Digital Innovation Technology and Data for Healthcare Business
HWM 6406	Strategies for Business Success and Sustainability
HWM 6407	Research in Healthcare Business and Management
HWM 6408	Guided Scholarly Seminar

### ELECTIVE COURSES

HWM 6501	Professional Etiquette and Personality Development in Health and Wellness Industries
HWM 6502	Mastering Health and Wellness Management
HWM 6503	Health and Wellbeing for Entrepreneurs and Professionals
HWM 6504	Business Opportunities in Aging Health and Wellness

## STUDY PLAN

### PLAN A TYPE A2: COURSEWORK AND THESIS

#### FIRST YEAR

##### First Semester Total: 12 credits

- HWM 6401 Explorations to Health and Wellness Landscapes
- HWM 6402 Pathways to Entrepreneurial Success
- HWM 6403 Healthcare Strategic Management
- HWM 6405 Digital Innovation, Technology, and Data for Healthcare Business

##### Second Semester Total: 12 credits

- HWM 6404 Workforce Management for Healthcare
- HWM 6406 Strategies for Business Success and Sustainability
- HWM 6407 Research in Healthcare Business and Management
- HWM 6408 Guided Scholarly Seminar

##### SUMMER SESSION Total: 6 credits

- HWM 7000 Thesis I

#### SECOND YEAR

##### First Semester Total: 6 credits

- HWM 7001 Thesis II

### PLAN B: COURSEWORK AND INDEPENDENT STUDY

#### FIRST YEAR

##### First Semester Total: 12 credits

- HWM 6401 Explorations to Health and Wellness Landscapes
- HWM 6402 Pathways to Entrepreneurial Success
- HWM 6403 Healthcare Strategic Management
- HWM 6405 Digital Innovation, Technology, and Data for Healthcare Business

##### Second Semester Total: 12 credits

- HWM 6404 Workforce Management for Healthcare
- HWM 6406 Strategies for Business Success and Sustainability
- HWM 6407 Research in Healthcare Business and Management
- HWM 6408 Guided Scholarly Seminar

##### SUMMER SESSION Total: 6 credits

- HWM 65XX Elective Course
- HWM 65XX Elective Course

#### SECOND YEAR

##### First Semester Total: 6 credits

- HWM 65XX Elective Course
- HWM 7002 Independent Study



## FACULTY AND STAFF

### MEET OUR PROFESSORS:

- Ms. Onouma Thummapol: Specialist in health, wellness, and aging.
- Mrs. Naree Achwarin: Expert in workforce management, development, and leadership.
- Ms. Thanatchaporn Jaruwanakul: Focuses on digital innovation in healthcare.
- Mrs. Pimsiri Bhusiri: Experienced in health and wellness promotion.
- Ms. Phat Prapawichar: Knowledgeable in strategic healthcare and management.
- Mr. Kitikorn Dowpiset: Research specialist in healthcare business.
- Ms. Maria Socorro Fernando: Expert in organization development.
- Mr. Bhumiphat Gilitwala: Consultant in healthcare technology and innovation.



BERNADETTE DE LOURDES  
SCHOOL OF  
NURSING SCIENCE

# BERNADETTE DE LOURDES SCHOOL OF NURSING SCIENCE (BLNS)

## FACULTY OVERVIEW

Embrace the future with BLNS, where we offer three exceptional programs designed to meet the needs of a rapidly evolving global society. Our programs cater to learners from all over the world, addressing the demands of an aging population and nurturing an entrepreneurial spirit. Whether you aim to make an impact nationally or internationally, our programs are tailored for your success.

## WHY CHOOSE BLNS?

- Global Reach:** Our programs attract students from various countries, fostering a vibrant international environment.
- English Proficiency:** Master the language of global healthcare with comprehensive English instruction.
- Entrepreneurial Excellence:** Develop entrepreneurial competencies that set you apart in the healthcare industry.

**Our graduates are well-equipped to thrive in diverse settings, whether in Thailand or around the globe. Join us at BLNS and become part of a community dedicated to innovation and excellence in nursing.**

## CAREER OPPORTUNITIES

- Healthcare Entrepreneur/Startup Founder:** Establish and manage innovative health and wellness startups.
- Healthcare Executive/Administrator:** Leadership roles in hospitals, clinics, wellness centers, and other healthcare organizations.
- Corporate Wellness Manager:** Design and manage corporate wellness programs.
- Public Health Administrator:** Develop and implement public health policies and programs.
- Researcher/Academic:** Conduct cutting-edge research in healthcare entrepreneurship and wellness management.
- Healthcare Policy Analyst:** Analyze and develop healthcare policies.
- Digital Health Specialist:** Implement and manage digital health solutions.
- Health and Wellness Coach:** Provide guidance and support to individuals seeking to improve their health and wellness.



## ESTIMATED FEES: INSTALLMENTS

Installments	Thai Students (THB)	Non-Thai Students (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
<b>Total</b>	<b>500,000</b>	<b>550,000</b>

### 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

Updated as of Jan. 2026

**Hua Mak Campus**, Martin de Tours Hall  
(Building 'M'), 1<sup>st</sup> 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



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