



## GRADUATE STUDIES



# M.B.A. CREATIVE COMMUNICATION

- 1.5 – 2 year program
- Thesis and non-thesis option
- Specialized concentration in Creative Communication
- Block Mode of Teaching (BMT) (subjects are offered in shorter periods)
- Small class size, seminar/workshop learning style

**มีทุนการศึกษาจากทางมหาวิทยาลัย**

สมัครวันนี้ สำหรับนักศึกษาใหม่สัญชาติไทย **จ่ายเพียง ๓๙๕,๕๐๐ บาท**

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”

Note : All documents must be endorsed with signature and submitted in person within the last day of application period, otherwise the application will not be considered



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



NETWORK OF INTERNATIONAL  
BUSINESS SCHOOLS  
**ACCREDITATION**

## 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

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

## ADMISSION SCHEDULE 2024 / 2025

Schedule	Trimester 1/2024 May-August 2024	Trimester 2/2024 September-December 2024	Trimester 3/2024 January-April 2025
Application Deadline	26 April 2024	23 August 2024	20 December 2024
AU EPS Test and Interview	By appointment	By appointment	By appointment
Registration & Payment	22-25 April 2024	26-30 August 2024	23-27 December 2024
Induction Day	4 May 2024	31 August 2024	12 January 2025
Instruction begins weekday	6 May 2024	2 September 2024	13 January 2025
Instruction begins weekend	11 May 2024	7 September 2024	18 January 2025

## CURRICULUM STRUCTURE

### Foundation courses

Upper Intermediate Academic Writing Course

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

### Plan A: Thesis Option

Foundation Courses*	
Required Courses	30 credits
Elective Course	3 credits
Thesis in concentration	15 credits
<b>Total</b>	<b>48 credits</b>

### Term 1

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

### 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>

### 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	Thai Students	Non-Thai Students		
	(THB)	(THB)	(US\$)	(CNY)
1 <sup>st</sup> Installment	137,500	137,500	4,583	27,620
2 <sup>nd</sup> Installment	137,500	137,500	4,583	27,620
3 <sup>rd</sup> Installment	112,500	137,500	4,583	27,620
4 <sup>th</sup> Installment	112,500	137,500	4,583	27,620
<b>Total</b>	<b>500,000</b>	<b>550,000</b>	<b>18,333</b>	<b>110,480</b>

### APPLICATIONS

#### Hua Mak Campus

Admissions Center "A" Building, 1<sup>st</sup> floor,  
Ramkhamhaeng 24 Road, Bangkok 10240 Thailand

#### Office hours:

Monday – Friday 08:30 A.M. - 05:00 P.M.

#### Suvarnabhumi Campus

Admissions Center SR101,  
88 Moo 8 Bang Na-Trad Km.26, Bang Sao Thong,  
Samut Prakan, Thailand 10540

#### Office hours:

Monday - Friday 08:30 A.M. to 05:00 P.M.

### 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

email: grad@au.edu

### The fee includes:

- First enrollment fee (matriculation fee, etc.)
- Tuition fee, University fees, Campus network fee
- Comprehensive examinations fee (first attempt only)
- Health 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 32 = US\$ 1, THB 4.5 = CNY 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.

*The University Registrar*

Last updated: November 2022



## UNIVERSITY ADMISSIONS CENTER

Last updated: Jan 2023

HUA MAK CAMPUS

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