



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



NETWORK OF INTERNATIONAL
BUSINESS SCHOOLS
ACCREDITATION

M.B.A. HOSPITALITY AND TOURISM MANAGEMENT

1.5 YEARS

PART-TIME PROGRAM (STUDY ON SAT. - SUN)

BLOCK TEACHING (Study one subject in a specific time)

THESIS AND NON-THESIS OPTIONS

PROFESSIONAL RESEARCH & STUDIES IN:

- Hospitality and Marketing Research
- Sustainable Tourism Development
- Crisis Management in Tourism
- Niche Tourism
- IT & E-commerce for Tourism
- In trend creative and innovative tourism management.
- Self-organised fieldtrips combined with course work necessary to acquire skills to deliver services in a highly competitive AEC business environment.
- Minimum time in-class, maximum exposure to work-place tourism environment.
- A "Fun-tastic" learning experience through learning by doing.

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

มีทุนการศึกษาจากทางมหาวิทยาลัย

สมัครวันนี้ สำหรับนักศึกษาใหม่สัญชาติไทย **จ่ายเพียง ๓๙๕,๕๐๐ 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. Good command of English
4. 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

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 (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)

GRADUATION REQUIREMENTS

1. Obtain the minimum prescribed 48 credits
2. Earn a minimum cumulative GPA of at least 3.00
3. Pass Thesis Examination under the Thesis option or
4. Pass the written and oral comprehensive examinations under the Non-Thesis option

VENUE & CLASS HOURS

- Hua Mak Campus, Ramkhamhaeng 24 Rd.
- Weekends (Sat. & Sun.) 9.30 a.m. to 4.30 p.m.

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

CURRICULUM STRUCTURE

Foundation courses Upper Intermediate Academic Writing Course
**(For those who required AU English Proficiency Standard Course)*

Plan A Type A2: Coursework and Thesis	
Foundation Courses*	
Required Courses	27 credits
Elective Course	6 credits
Thesis in concentration	15 credits
Total	48 credits

Plan B : Coursework and Independent Study	
Foundation Courses*	
Required Courses	27 credits
Elective Courses	15 credits
Individual research project	6 credits
Total	48 credits

STUDY PLAN

Plan A Type A2: Coursework and Thesis

First Trimester

TR 5701	Foundation in Tourism Business	Non-credit
TR 5800	Professional English for Tourism Business	Non-credit
TR 5801	Research Methods for Tourism	Non-credit
TR 5901	Principles of Tourism and Hospitality	Non-credit
TR 6000	Managerial Accounting, Economics and Financial Decision Making for Tourism	Non-credit
Total		3 (3-0-6)

Second Trimester

TR 6001	Sustainable Tourism Development	3 (3-0-6)
TR 6103	Tourism Business Management and Ethics	3 (3-0-6)
TR 6104	Human Resources Management for Tourism Organization	3 (3-0-6)
Total		9 (9-0-18)

Third Trimester

TR 6107	Marketing Management for Tourism	3 (3-0-6)
TR 6109	International Tourism and Its Environment	3 (3-0-6)
TR 6112	Information Technology and Business Analytics for Hospitality and Tourism	3 (3-0-6)

Plan B : Coursework and Independent Study

Foundation Course Upper Intermediate Academic Writing*
**(For those who required English Proficiency Standard Course)*

Trimester I

TR 6000	Managerial Accounting, Economics and Financial Decision Making for Tourism	3
TR 6001	Sustainable Tourism Development	3
TR 6103	Tourism Business Management and Ethics	3
TR 6104	Human Resources Management for Tourism Organization	3

Trimester II

TR 6107	Marketing Management for Tourism	3
TR 6109	International Tourism and its Environment	3
TR 5801	Research Methods for Tourism (Weekday 6.30 P.M. - 9.30 P.M.)	0
TR 6111	Information Technology and E-Commerce for Tourism	3
One Elective Course		3

Trimester III

TR 6110	Tourism Policy and Public Planning	3
TR 6108	Strategic and Quality Management for Tourism and Hospitality	3
Two Elective Course		6

Trimester IV

TR 6992	Independent Study (Weekday 6.30 P.M. - 9.30 P.M.)	6
Two Elective Courses		6

Trimester V

Written and Oral Comprehensive Examination

For Plan A

Candidates are required to take 2 elective courses and register for conducting the thesis (15 credits)

For Plan B

Candidates are required to take 5 elective courses as well as the comprehensive examination

Elective Courses (3 credits/ course)

TR 6102	Advanced Studies in Tourism Behavior
TR 6201	Thailand's tourism products
TR 6202	Field Work I : Ecological Sustainable Development Studies
TR 6203	International Hospitality and Hotel Management
TR 6205	Advanced Research Methods for Tourism
TR 6208	Selected Topic in Tourism Management
TR 6209	Cultural Tourism in Europe and America
TR 6210	Cultural Tourism in Latin America and Africa
TR 6211	New Tourism Products Development
TR 6212	Niche Tourism : Contemporary Issues, Trends, and Cases
TR 6214	Field Work II : Business and Leisure Event Management
TR 6215	Tourism Economics Studies
TR 6216	Tourism Legal Studies

TR 6217	Tourism Journalism and Travel Writing
TR 6218	Yield Management in Tourism Industry
TR 6219	Crisis Management in Tourism
TR 6220	Comparative ASEAN Tourism Policy Studies

ESTIMATED FEES: INSTALLMENTS

Installment	Thai Students	Non-Thai Students	
	(THB)	(THB)	(US\$)
1 st Installment	137,500	137,500	4,583
2 nd Installment	137,500	137,500	4,583
3 rd Installment	137,500	137,500	4,583
4 th Installment	87,500	137,500	4,583
Total	500,000	550,000	18,333

The Fee includes:

- First enrollment fee (matriculation fee, etc)
- Tuition fee, University fee, Campus Network fee
- Comprehensive, Thesis fees (first attempt only)
- Health / Life insurance (non-Thai students)
- AU Academic Writing Course

The Fee doesn't cover the following:

- Admission fee (non-refundable)
- Textbooks
- Maintain Student Status (4,900 THB per Trimester)

Note:

- 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.
- The fees are subject to change at the university's discretion without prior notice.
- Currency exchange rate: THB/US\$ = 30

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.

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.

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 2022

The University Registrar

