



# M.B.A. FAST TRACK

## MASTER OF BUSINESS ADMINISTRATION



GRADUATE SCHOOL OF  
BUSINESS AND ADVANCED  
TECHNOLOGY MANAGEMENT

- 1.5 – 2 YEAR PROGRAM
- CLASS ON A WEEKDAY (MON. -THU.)
- THESIS AND NON-THESIS OPTION
- SPECIALIZED CONCENTRATION IN MARKETING, FINANCE, AND GENERAL MANAGEMENT.
- 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**

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

*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*

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)

### 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: 09.30 a.m. - 12.30 p.m.

### GRADUATION REQUIREMENTS

1. Plan A: complete all required coursework of 33 credits, and pass the 15 credits of Thesis Examination
2. Plan B: Complete all required 48 credits of coursework and pass both the Written and Oral Comprehensive Examinations
3. A minimum Cumulative Grade Point Average of 3.00

#### 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



NETWORK OF INTERNATIONAL  
BUSINESS SCHOOLS  
**ACCREDITATION**

ADMISSION SCHEDULE 2025 - 2026

|   | Semester 1/2025<br>(May – August 2025) | Semester 2/2025<br>(September – December 2025) | Semester 3/2025<br>(January – April 2026) |
|---|--|--|---|
| Application deadline                      | From now – 30 April 2025               | From now – 28 August 2025                      | From now – 26 December 2025               |
| AU English Proficiency Test and Interview | Online                                 | Online   | Online                                    |
| Entrance results                          | To be announced by the faculty         | To be announced by the faculty                 | To be announced by the faculty            |
| Induction day                             | 10 May 2025                            | 30 August 2025                                 | 10 January 2026                           |
| Instruction begins                        | 12 May 2025                            | 1 September 2025                               | 12 January 2026                           |

CURRICULUM STRUCTURE

| Plan A: Thesis Option   |    |         |  |
|-------------------------|----|---------|--|
| Foundation Courses*     |    |         |  |
| Required Courses        | 30 | credits |  |
| Elective Course         | 3  | credits |  |
| Thesis in concentration | 15 | credits |  |
| Total                   | 48 | credits |  |

| Plan B: Non-Thesis Option   |            |
|-----------------------------|------------|
| Foundation Courses*         |            |
| Required Courses            | 30 credits |
| Elective Courses            | 12 credits |
| Individual research project | 6 credits  |
| Comprehensive Examination   | - credits  |
| Total                       | 48 credits |

STUDY PLAN HUA MAK CAMPUS

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

Thesis Option

Term 1  
BG 5006 Intro. to Quantitative Analysis  
BP 6903 Organizational Behavior  
BA 6601 Managerial Accounting  
BC 6501 Intro. to Mgt. Information Systems

Term 2  
BP 6902 Business Research Methodology  
BP 6910 International Business Management  
BF 6701 Financial Management  
BE 6401 Managerial Economics

Term 3  
BM 6801 Marketing Management  
BP 6904 Operation Management  
BP 6918 Strategic Management  
One Elective Course in Specialization

Term 4  
BZ 7000 Thesis in Specialization (6 credits)  
BZ 7001 Thesis in Specialization (9 credits)

Non - Thesis Option

Term 1  
BG 5006Intro. To Quantitative Analysis  
BP 6903 Organizational Behavior  
BA 6601 Managerial Accounting  
BC 6501 Intro. To Mgt. Information Systems

Term 2  
BP 6902 Business Research Methodology  
BP 6910 International Business Management  
BF 6701 Financial Management  
BE 6401 Managerial Economics

Term 3  
BM 6801 Marketing Management  
BP 6904 Operation Management  
Two Elective Courses in Specialization area

Term 4  
BP 6918 Strategic Management  
Individual Research in Specialization  
Two Elective Courses in Specialization area

Term 5  
Written and Oral Comprehensive Exam

GRADUATE ADMISSIONS OFFICE

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

Specialization Areas:  
**Marketing**  
BM 6802 Advertising and Promotion  
BM 6806 Int'l marketing Management  
BM 6896 Consume Behavior  
BM 6803 Product Management  
BM 6855 Individual Research in Marketing  
**Finance**  
BF 6704 Investment  
BF 6705 Management of Financial Institutions  
BF 6706 Int'l Financial Management  
BF 6791 ST. Risk Management  
BF6755 Individual Research in Finance  
**General Management**  
Elective courses with General Management Area or other specialization Areas  
BP6955 Individual Research in Management

*\*Elective Courses with Specialzation Area*  
*\*Availability of elective courses depends on term and lecturers*

ESTIMATED FEES

| Installments                | Thai Students | Non-Thai Students |        |         |
|-----------------------------|---------------|-------------------|--------|---------|
|                             | (THB)         | (THB)             | (US\$) | (CNY)   |
| 1 <sup>st</sup> Installment | 137,500       | 137,500           | 4,583  | 27,600  |
| 2 <sup>nd</sup> Installment | 137,500       | 137,500           | 4,583  | 27,600  |
| 3 <sup>rd</sup> Installment | 112,500       | 137,500           | 4,583  | 27,600  |
| 4 <sup>th</sup> Installment | 112,500       | 137,500           | 4,583  | 27,600  |
| Total                       | 500,000       | 550,000           | 18,333 | 110,480 |



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, THB4.5 = CNY 1

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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 April 2024

UNIVERSITY ADMISSIONS CENTER