



มีทุนการศึกษาจากทางมหาวิทยาลัย

สมัครวันนี้ สำหรับนักศึกษาใหม่สัญชาติไทย **จ่ายเพียง ๒๔๕,๕๐๐ บาท**

M.B.A. DIGITAL TRACK MASTER OF BUSINESS ADMINISTRATION

Program Duration: **1.5 – 2 Years**

Class Schedule: **Weekends (Saturday – Sunday)**

Study Option: **Non-Thesis**

Concentration: **General Management**

Teaching Format: **Block Mode of Teaching (BMT) – courses are offered in shorter intensive periods**

Learning Environment: **Small class sizes, seminar and workshop-based learning**

International Field Trip: **Available under the University's conditions***

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

Hua Mak Campus

Weekends (Sat.& Sun.) 9.30 a.m. to 4.30 p.m.

GRADUATION REQUIREMENTS

1. Obtain the minimum prescribed 48 credits
2. Earn a minimum cumulative GPA of at least 3.00
3. Pass the written and oral comprehensive examinations



ADMISSION SCHEDULE 2026 - 2027

	Semester 3/2025 (January - April 2026)	Trimester 1/2026 (May - August 2026)	Trimester 2/2026 (Septembe - December 2026)	Trimester 3/2026 (January - April 2027)
Application Deadline	26 December 2025	24 April 2026	17 August 2026	17 August 2026
AU EPS Test and Interview	By appointment	By appointment	By appointment	By appointment
Induction Day	10 January 2026	9 May 2026	29 August 2026	29 August 2026
Instruction begins	17 January 2026	11 May 2026	31 August 2026	31 August 2026

CURRICULUM STRUCTURE

Required courses	30 credits
Elective courses	12 credits
Independent study	6 credits
Comprehensive examinations	-
Total	48 credits

STUDY PLAN

Foundation Course

AWC 2000 Upper Intermediate Academic Writing Course*
** For those who required English Proficiency Standard Course*

Term 1 @ ABAC

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

Term 2 @ ABAC

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

Term 3 @ ABAC

BM 6801 Marketing Management
BP 6904 Operation Management
BM 6892 ST. in Service Marketing (Elective Course)
BM 6805 Marketing Logistics Management (Elective Course)

Term 4 @ ABAC

BP 6918 Strategic Management
BP 6955 Individual Research in Management
BM 6810 Customer Relationship Management (Elective Course)
BP 6917 ST. Managing Organization Performance (Elective Course)

Term 5 @ ABAC

Written and Oral Comprehensive Exam

**Availability of elective courses depends on term and lecturers*

ESTIMATED FEES: INSTALLMENTS

Installments	Thai Students	Non-Thai Students
	(THB)	(THB)
1 st Installment	137,500	137,500
2 nd Installment	137,500	137,500
3 rd Installment	112,500	137,500
4 th Installment	112,500	137,500
Total	500,000	550,000

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'), 1st 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.