



**มีทุนการศึกษาจากทางมหาวิทยาลัย**

สมัครวันนี้ สำหรับนักศึกษาใหม่สัญชาติไทย **จ่ายเพียง ๓๔๕,๕๐๐ บาท**

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

- 1.5 – 2 YEAR PROGRAM
- CLASS ON A WEEKEND (SAT-SUN)
- NON-THESIS OPTION
- SPECIALIZED CONCENTRATION IN GENERAL MANAGEMENT.
- BLOCK MODE OF TEACHING (BMT) (SUBJECTS ARE OFFERED IN SHORTER PERIODS)
- SMALL CLASS SIZE, SEMINAR/WORKSHOP LEARNING STYLE

## 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

Ramkhamhaeng 24 Rd.

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 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	11 May 2024	7 September 2024	18 January 2025

## CURRICULUM STRUCTURE

Required courses	30 credits
Elective courses	12 credits
Independent study	6 credits
Comprehensive examinations	-
<b>Total</b>	<b>48 credits</b>

## 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)	(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	137,500	137,500	4,583	27,620
4 <sup>th</sup> Installment	137,500	137,500	4,583	27,620
<b>Total</b>	<b>550,000</b>	<b>550,000</b>	<b>18,333</b>	<b>110,480</b>

### 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

## 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.

### SUVARNABHUMI CAMPUS

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

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.

The University Registrar : Last updated April 2024

## UNIVERSITY ADMISSIONS CENTER

Last updated: Jan 2024

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