



GRADUATE STUDIES



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NETWORK OF INTERNATIONAL BUSINESS SCHOOLS ACCREDITATION

M.B.A. HOSPITALITY AND TOURISM MANAGEMENT MBA TOURISM SCHOOL OF PROFESSIONAL STUDIES

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 bussiness environment.
- Minimum time in-class, maximum exposure to work-place tourism environment.
- A "Fun-tastic" learning experience through learning by doing.

QUALIFICATIONS FOR ADMISSION

1. Bachelor's degree or equivalent from anaccredited institution in any fields
2. A minimum CGPA of 2.00 on 4.00 scale
3. Good command of English
4. Computer literacy

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 residenceregistration (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

ADMISSION & EXAMINATION FEES 1,000 THB
(English Proficiency and Test Interview)

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

STUDY SYSTEM

| | | | | |
|---------------------------|--|---------------------------|--|---------------------------|
| 1 st Trimester | | 2 nd Trimester | | 3 rd Trimester |
| May - August | | September - December | | January - April |

VENUE & CLASS HOURS

- Hua Mak Campus, Ramkhamhaeng 24 Rd.
- Weekends (Sat. & Sun.) 9.00 a.m. to 4.00 p.m.

ADMISSION SCHEDULE 2020

| Schedule | Trimester 1/2020 (May - August 2020) | Trimester 2/2020 (September - December 2020) | Trimester 3/2020 (January - April 2021) |
|-----------------------------|-----------------------------------------|-------------------------------------------------|--------------------------------------------|
| Application Deadline | 21 April 2020 | 11 August 2020 | 15 December 2020 |
| Entrance Examination | 26 April 2020 | 15 August 2020 | 19 December 2020 |
| Entrance Examination Result | 28 April 2020 | 18 August 2020 | 22 December 2020 |
| Induction Day | 9 May 2020 | 29 August 2020 | 10 January 2021 |
| Instruction Begins | 11 May 2020 | 31 August 2020 | 11 January 2021 |

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 |
| 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 |

** For those who required English Proficiency Standard Course*

STUDY PLAN

Plan A: Thesis Option

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 Resource 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 |
| One Elective Course | 3 |

Trimester IV , V

| | |
|--------------------------------------------------|---|
| TR 7006 Master's Thesis (for Thesis Option only) | 6 |
| TR 7007 Master's Thesis (for Thesis Option only) | 9 |

Plan B: Non-Thesis Option

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 |
| One Elective Course | 3 |

Trimester IV

| | |
|-----------------------------------------------------------|---|
| TR 6992 Independent Study (Weekday 6.30 P.M. - 9.30 P.M.) | 6 |
| Three Elective Courses | 9 |

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) | (THB) | (US\$) |
| 1 st Installment | 137,500 | 137,500 | 4,583 | |
| 2 nd Installment | 137,500 | 137,500 | 4,583 | |
| 3 rd Installment | 112,500 | 137,500 | 4,583 | |
| 4 th Installment | 112,500 | 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)
- Educational Field Trip
- 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:

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/US\$ = 30
4. Overseas Field Trip is optional with additional fee 50,000 THB

APPLY AT

Hua Mak Campus

Admissions Center "P" Building, 1st floor,
Ramkhamhaeng 24 Road, 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. |

ABAC Professional Training Center

ZEN @Central World, Level 14
4, 4/5 Rajdamri Rd., Phatumwan
Bangkok 10330 Thailand

Office hours:

| | |
|-------------------|--------------------------|
| Monday - Friday | 10:00 A.M. to 06:00 P.M. |
| Saturday - Sunday | 10:00 A.M. to 06:00 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.

The University Registrar

UNIVERSITY ADMISSIONS CENTER (UNIAD)

Last updated: April 2020

HUA MAK CAMPUS

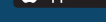
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