

40TH

SINCE 1985
GRADUATE STUDIES
ASSUMPTION UNIVERSITY

THE JOURNEY OF GRADUATE STUDIES EXCELLENCE

ORIGIN
1969
Originated as Assumption Commercial College under the name Assumption School of Business.

ESTABLISHMENT
1972
Official establishment as Assumption Business Administration College (ABAC).

ACCREDITATION
1975
Accreditation by the Ministry of University Affairs.

INTRODUCTION OF GRADUATE SCHOOL OF BUSINESS (GSB)
1985
Establishment of the Graduate School of Business (GSB) with the launch of the M.B.A. Evening Program.

PHILOSOPHY AND RELIGION
1988
Establishment of the Graduate School of Philosophy and Religion.

UNIVERSITY STATUS
1990
Upgraded as Assumption University (AU) status.
Inauguration of the Faculty of Science and Technology and the Faculty of Engineering.

PROGRAM EXPANSION
1992
Launch of the M.B.A. Day Program.

PSYCHOLOGY AND BIOTECHNOLOGY
1993
Establishment of the Graduate School of Psychology and the School of Biotechnology.

INTERNATIONAL COLLABORATION
1994
Introduction of the Master of Science in International Business (MSc.IB) in collaboration with London South Bank University, UK.

ADVANCED DEGREES
1997
Launch of the Master of Science in Financial Management (MSc.FM) in partnership with the University of Exeter, UK.
Introduction of the Master of Management in Organization Development and Management (MM OD).

EDUCATION
1998
Establishment of the Graduate School of Education.

ENGLISH STUDIES
1999
Launch of the Graduate School of English.

TOURISM MANAGEMENT
2000
Launch of the Master of Business Administration in Tourism Management (MBA.TRM).

INTERNATIONAL MARKETING
2001
Introduction of the Master of Science in International Marketing (MSc.IM) in collaboration with London South Bank University, UK.

NAME TRANSITION TO ADVANCED TECHNOLOGY MANAGEMENT
2002
Graduate School of eLearning (CIDE): Transition to Advanced Technology Management (ATM).

eLearning
2002
Establishment of the Graduate School of eLearning (CIDE).
Introduction of the M.B.A. with a Retail Management Concentration.

DOCTORAL PROGRAMS
2005
Launch of the Ph.D. in Organization Development (Ph.D.OD).
Launch of the Master of Science in Investment Analysis and Management (MSc.IAM).

HOSPITALITY & TOURISM
2007
Launch of the Ph.D. in Hospitality & Tourism Management (Ph.D.HTM).
Introduction of M.B.A. Double Degree options with partner universities: Master of Arts in International Business (MA.IB) University of Applied Sciences, Mainz, Germany; Master of Arts in Marketing, London South Bank University, UK.

SPECIALIZED PROGRAMS
2008
Launch of the Master of Science in Information Management (MSc.IAM).

PROGRAM EXPANSION
2009
Expansion of the M.B.A. with five new concentrations: Information Security Management (MBA.ISM), Innovation Management (MBA.IM), Computers for Organization Management (MBA.COM), Automation and Industrial Management (MBA.AIM).

INNOVATIVE LEARNING
2010
Launch of the iMBA program, offering innovative learning experiences with Apple education solutions.

TECHNOLOGY MANAGEMENT
2011
Introduction of the M.B.A. in Technology Management (MBA.TecM).
GSB accredited by the Network of International Business Schools (NIBS).

ADVANCED DEGREES AND PROFESSIONAL TRAINING
2012
Establishment of the ABAC Professional Training Center at CentralWorld to facilitate seminars, workshops, and admissions.
Introduction of the M.S. in Information Technology and Management.

IT AND MANAGEMENT
2013
Introduction of the M.S. in Information Technology and Management.

CREATIVE COMMUNICATION
2017
Launch of the M.B.A. in Creative Communication.

INNOVATION FOCUS
2018
Introduction of the Ph.D. in Innovative Technology Management (Ph.D.ITM).

MUSIC & ENTERTAINMENT
2019
Launch of the M.B.A. in Music Business and Entertainment. GSB received re-accreditation by the Network of International Business Schools (NIBS), meeting standards in governance, curriculum, delivery, internationalization, and resources.

GS-BATM
2021
Establishment of the Graduate School of Business and Advanced Technology Management (GS-BATM).

ARTS AND ENTERTAINMENT
2022
Introduction of the Ph.D. in Arts, Music, Sports, and Entertainment Management.

ART AND DESIGN
2024
Introduction of the Master of Arts in Art and Design to foster creativity and innovation in the field of design and visual arts.

NEVER NORMAL
2025
Declared as the year of "Never Normal," emphasizing adaptability, innovation, and thriving amidst constant change.