



BERNADETTE DE LOURDES
SCHOOL OF
NURSING SCIENCE



GRADUATE
STUDIES



MASTER OF SCIENCE IN HEALTHCARE ENTREPRENEURSHIP AND WELLNESS MANAGEMENT

Shaping the Future of Healthcare and Wellness

PROGRAM OVERVIEW

INTRODUCTION TO THE PROGRAM

The Master of Science in Healthcare Entrepreneurship and Wellness Management at Assumption University, under the ABAC School of Nursing Science, is designed to equip students with the skills and knowledge needed to lead and innovate in the dynamic healthcare and wellness industries. This international program combines comprehensive coursework with practical experience, preparing graduates to excel in various professional roles.

KEY HIGHLIGHTS AND UNIQUE FEATURES

- **Innovative Curriculum:** Covers essential areas such as healthcare entrepreneurship, strategic management, digital innovation, and wellness.
- **Flexible Study Options:** Choose between a Thesis or Independent Study track to tailor your educational experience to your career goals.
- **Expert Faculty:** Learn from distinguished faculty with extensive academic and industry experience.
- **Real-World Application:** Engage in practical learning through case studies, seminars, and research projects.
- **Global Perspective:** An international program that prepares students for leadership roles in diverse and dynamic healthcare environments.



INNOVATIVE CURRICULUM

EXPERT FACULTY

FLEXIBLE STUDY OPTIONS

REAL-WORLD APPLICATION

GLOBAL PERSPECTIVE

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 a signature and submitted in person by the last day of the application period. Otherwise, the application will not be considered.

Applicants who are graduates from overseas universities will be required to provide all academic documents with the seal or stamp of the Ministry of Foreign Affairs, Ministry of Education, or related department at the time of application and not later, certified, attested, or notarized by competent notaries.

ADMISSION FEE: 1,000 THB (Non-refundable)

VENUE & CLASS HOURS:

Hua Mak Campus, Ramkhamhaeng 24 Rd.
Weekend: 9:00 - 12:00 a.m. and 1:00 - 5:00 p.m.

PROGRAM DURATION: 1.5 YEARS

ENTRANCE EXAMINATION

- AU English Proficiency Test.
- Interview Entrance Examination.

Exemption for English Test

The AU English Proficiency Test can be exempted if you satisfy one of the following conditions:

- A TOEFL (iBT) score of 90 or an IELTS (Academic) score of at least 6.5 (valid for two years).
- A Bachelor's degree from native English-speaking countries (USA, Canada, UK, New Zealand, and Australia).

STUDY SYSTEM

- First Semester: June-October
- Second Semester: November-March

ADMISSIONS SCHEDULE 2024 / 2025

	Semester 2/2024 (November 2024 - March 2025)	Semester 1/2025 (June-October 2025)
Application Deadline	Wed. 23 October 2024	May 2025
AU EPS Test and Interview	by appointment	by appointment
Registration Period	28 Oct - 1 Nov. 2024	June 2025
Instruction Begins	Mon. 4 November 2024	June 2025

CURRICULUM STRUCTURE

PLAN A TYPE A2: COURSEWORK AND THESIS

Required Courses	24 Credits
Thesis	12 Credits
Total	36 Credits

PLAN B: COURSEWORK AND INDEPENDENT STUDY

Required Courses	24 Credits
Elective Course	9 Credits
Independent Study	3 Credits
Total	36 Credits



REQUIRED COURSES

HWM 6401	Explorations to Health and Wellness Landscapes
HWM 6402	Pathways to Entrepreneurial Success
HWM 6403	Healthcare Strategic Management
HWM 6404	Workforce Management for Healthcare
HWM 6405	Digital Innovation Technology and Data for Healthcare Business
HWM 6406	Strategies for Business Success and Sustainability
HWM 6407	Research in Healthcare Business and Management
HWM 6408	Guided Scholarly Seminar

ELECTIVE COURSES

HWM 6501	Professional Etiquette and Personality Development in Health and Wellness Industries
HWM 6502	Mastering Health and Wellness Management
HWM 6503	Health and Wellbeing for Entrepreneurs and Professionals
HWM 6504	Business Opportunities in Aging Health and Wellness

STUDY PLAN

PLAN A TYPE A2: COURSEWORK AND THESIS

FIRST YEAR

First Semester Total: 12 credits

- HWM 6401 Explorations to Health and Wellness Landscapes
- HWM 6402 Pathways to Entrepreneurial Success
- HWM 6403 Healthcare Strategic Management
- HWM 6405 Digital Innovation, Technology, and Data for Healthcare Business

Second Semester Total: 12 credits

- HWM 6404 Workforce Management for Healthcare
- HWM 6406 Strategies for Business Success and Sustainability
- HWM 6407 Research in Healthcare Business and Management
- HWM 6408 Guided Scholarly Seminar

SUMMER SESSION Total: 6 credits

- HWM 7000 Thesis I

SECOND YEAR

First Semester Total: 6 credits

- HWM 7001 Thesis II

PLAN B: COURSEWORK AND INDEPENDENT STUDY

FIRST YEAR

First Semester Total: 12 credits

- HWM 6401 Explorations to Health and Wellness Landscapes
- HWM 6402 Pathways to Entrepreneurial Success
- HWM 6403 Healthcare Strategic Management
- HWM 6405 Digital Innovation, Technology, and Data for Healthcare Business

Second Semester Total: 12 credits

- HWM 6404 Workforce Management for Healthcare
- HWM 6406 Strategies for Business Success and Sustainability
- HWM 6407 Research in Healthcare Business and Management
- HWM 6408 Guided Scholarly Seminar

SUMMER SESSION Total: 6 credits

- HWM 65XX Elective Course
- HWM 65XX Elective Course

SECOND YEAR

First Semester Total: 6 credits

- HWM 65XX Elective Course
- HWM 7002 Independent Study



FACULTY AND STAFF

MEET OUR PROFESSORS:

- Ms. Onouma Thummapol: Specialist in health, wellness, and aging.
- Mrs. Naree Achwarin: Expert in workforce management, development, and leadership.
- Ms. Thanatchaporn Jaruwanaikul: Focuses on digital innovation in healthcare.
- Mrs. Pimsiri Bhusiri: Experienced in health and wellness promotion.
- Ms. Phat Prapawichar: Knowledgeable in strategic healthcare and management.
- Mr. Kitikorn Dowpiset: Research specialist in healthcare business.
- Ms. Maria Socorro Fernando: Expert in organization development.
- Mr. Bhumiphat Gilitwala: Consultant in healthcare technology and innovation.



BERNADETTE DE LOURDES
SCHOOL OF
NURSING SCIENCE

BERNADETTE DE LOURDES SCHOOL OF NURSING SCIENCE (BLNS)

FACULTY OVERVIEW

Embrace the future with BLNS, where we offer three exceptional programs designed to meet the needs of a rapidly evolving global society. Our programs cater to learners from all over the world, addressing the demands of an aging population and nurturing an entrepreneurial spirit. Whether you aim to make an impact nationally or internationally, our programs are tailored for your success.

WHY CHOOSE BLNS?

- **Global Reach:** Our programs attract students from various countries, fostering a vibrant international environment.
- **English Proficiency:** Master the language of global healthcare with comprehensive English instruction.
- **Entrepreneurial Excellence:** Develop entrepreneurial competencies that set you apart in the healthcare industry.

Our graduates are well-equipped to thrive in diverse settings, whether in Thailand or around the globe. Join us at BLNS and become part of a community dedicated to innovation and excellence in nursing.

CAREER OPPORTUNITIES

- **Healthcare Entrepreneur/Startup Founder:** Establish and manage innovative health and wellness startups.
- **Healthcare Executive/Administrator:** Leadership roles in hospitals, clinics, wellness centers, and other healthcare organizations.
- **Corporate Wellness Manager:** Design and manage corporate wellness programs.
- **Public Health Administrator:** Develop and implement public health policies and programs.
- **Researcher/Academic:** Conduct cutting-edge research in healthcare entrepreneurship and wellness management.
- **Healthcare Policy Analyst:** Analyze and develop healthcare policies.
- **Digital Health Specialist:** Implement and manage digital health solutions.
- **Health and Wellness Coach:** Provide guidance and support to individuals seeking to improve their health and wellness.



GRADUATE ADMISSIONS OFFICE



HUA MAK CAMPUS

Admissions Center "A" Building, 1st 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

ESTIMATED FEES: INSTALLMENTS

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

The fee includes:

- First enrollment fee (matriculation fee, etc.)
- Tuition fee, University fees, Campus network fee
- Comprehensive examinations fee (first attempt only)
- Health / life insurance (non-Thai students)
- AU Academic Writing Course

The fee doesn't cover the followings:

- Admission fee (non-refundable)
- Textbooks
- Maintaining Student Status (5,300 THB per semester)

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 35 = US\$ 1, THB 4.5 = CNY 1

UNIVERSITY ADMISSIONS CENTER

Last updated: Jan 2024

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