



M.B.A. MUSIC BUSINESS

- 1.5 – 2 YEAR PROGRAM
- THESIS AND NON-THESIS OPTION
- SPECIALIZED CONCENTRATION IN MUSIC BUSINESS
- BLOCK MODE OF TEACHING (BMT) (SUBJECTS ARE OFFERED IN SHORTER PERIODS)
- SMALL CLASS SIZE, SEMINAR/WORKSHOP LEARNING STYLE

MBA MUSIC BUSINESS AND ENTERTAINMENT

หลักสูตรเพื่อคนในธุรกิจดนตรีและผู้มี
‘Music Appreciation’ เพื่อต่อยอดความรู้
ด้านการบริหารจัดการธุรกิจ
ในธุรกิจบันเทิงและอุตสาหกรรมดนตรี

QUALIFICATIONS FOR ADMISSION

- Any Bachelor’s degree or equivalent from an accredited institution in any fields.
- A minimum CGPA of 2.00 on the scale of 4.0 or its equivalent, with potentials for leadership and management positions.
- 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)

DURATION 1.5 years

VENUE & CLASS HOURS

Hua mak Campus Ramkhaeng 24 Road
Weekday (Mon. - Thu.)
- Day Class. 09.30 a.m. - 12.30 p.m.
Weekends (Sat.&Sun.)
- 9.30 a.m. - 4.30 p.m.

Graduate School of Business Advanced Technology Management (GS-BATM)

3rd. Fl., A building, Huamak campus, Ramkhamhaeng 24 Rd., Bangkok, Thailand
Tel : +66 (2) 783-2222 Ext. 1360, 1361
email: grad@au.edu



ADMISSION SCHEDULE 2025 - 2026

	Semester 1/2025 (May – August 2025)	Semester 2/2025 (September – December 2025)	Semester 3/2025 (January – April 2026)
Application deadline	From now – 30 April 2025	From now – 28 August 2025	From now – 26 December 2025
AU English Proficiency Test and Interview	Online	Online	Online
Entrance results	To be announced by the faculty	To be announced by the faculty	To be announced by the faculty
Induction day	10 May 2025	30 August 2025	10 January 2026
Instruction begins (weekday program)	12 May 2025	1 September 2025	12 January 2026
Instruction begins (weekend program)	17 May 2025	6 September 2025	17 January 2026

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	30credits
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

Term 1

Introduction to Management Information System
Introduction to Quantitative Analysis
Organizational Behavior
Managerial Accounting

Term 2

Business Research Methodology
Financial Management
International Business Management
Managerial Economics

Term 3

Operations Management
Marketing Management
Strategic Management
Music Business Management (Elective course)

Term 4

Global Music Management (Elective course)
Artist Management in the Music Business (Elective course)
Concert and Venue Management (Elective course)
Individual Research in Music Business

ESTIMATED FEES

Installments	Thai Students	Non-Thai Students		
	(THB)	(THB)	(US\$)	(CNY)
1 st Installment	137,500	137,500	4,583	27,620
2 nd Installment	137,500	137,500	4,583	27,620
3 rd Installment	112,500	137,500	4,583	27,620
4 th Installment	112,500	137,500	4,583	27,620
Total	500,000	550,000	18,333	110,480

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, 1st floor
Ramkhamhaeng 24 Road, Bangkok 10240 Thailand
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

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

ASSUMPTION UNIVERSITY

Hua Mak Campus, Assumption Building, Floor 1
Suvannabhumi Campus, SR101

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Line



Facebook



Instagram



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