



มีทุนการศึกษาจากทางมหาวิทยาลัย

สมัครวันนี้ สำหรับนักศึกษาใหม่สัญชาติไทย **จ่ายเพียง ๓๙๕,๕๐๐ บาท**

M.B.A. HOSPITALITY AND TOURISM MANAGEMENT

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

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 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)

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

VENUE & CLASS HOURS

- Hua Mak Campus, Ramkhamhaeng 24 Rd.
- Weekends (Sat.& Sun.) 9.30 a.m. to 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: 02-300-4543 ext.1360, 1361
email: grad@au.edu



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

Foundation courses Upper Intermediate Academic Writing Course
*(For those who required AU English Proficiency Standard Course)

Plan A Type A2: Coursework and Thesis

Foundation Courses*

Required Courses	27credits
Elective Course	6credits
Thesis in concentration	15credits
Total	48credits

Plan B : Coursework and Independent Study

Foundation Courses*

Required Courses	27 credits
Elective Courses	15 credits
Individual research project	6 credits
Total	48 credits

STUDY PLAN

Plan A Type A2: Coursework and Thesis

Term 1

TR 5701	Foundation in Tourism Business	Non-credit
TR 5800	Professional English for Tourism Business	Non-credit
TR 5801	Research Methods for Tourism	Non-credit
TR 5901	Principles of Tourism and Hospitality	Non-credit
TR 6000	Managerial Accounting, Economics and Financial Decision Making for Tourism	Non-credit
Total		3

Term 2

TR 6001	Sustainable Tourism Development	3
TR 6103	Tourism Business Management and Ethics	3
TR 6104	Human Resources Management for Tourism Organization	3
Total		9

Term 3

TR 6107	Marketing Management for Tourism	3
TR 6109	International Tourism and Its Environment	3
TR 6112	Information Technology and Business Analytics for Hospitality and Tourism	3

Plan B : Coursework and Independent Study

Foundation Course Upper Intermediate Academic Writing*
*(For those who required English Proficiency Standard Course)

Term 1

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

Term 2

TR6107	Marketing Management for Tourism	3
TR6109	International Tourism and its Environment	3
TR5801	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

Term 3

TR 6110	Tourism Policy and Public Planning	3
TR 6108	Strategic and Quality Management for Tourism and Hospitality	3
Two Elective Course		6

Term 4

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

Term 5

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)	(US\$)
1 st Installment	137,500	137,500	4,583
2 nd Installment	137,500	137,500	4,583
3 rd Installment	137,500	137,500	4,583
4 th Installment	87,500	137,500	4,583
Total	500,000	550,000	18,333

Note:

- 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.
- The fees are subject to change at the university's discretion without prior notice.
- Currency exchange rate: THB/US\$ = 32

The Fee includes:

- First enrollment fee (matriculation fee, etc)
- Tuition fee, University fee, Campus Network fee
- Comprehensive, Thesis fees (first attempt only)
- Health insurance (non-Thai students)
- AU Academic Writing Course

The Fee doesn't cover the following:

- Admission fee (non-refundable)
- Textbooks
- Maintain Student Status (4,900 THB per Trimester)

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

UNIVERSITY ADMISSIONS CENTER

Last updated: Jan 2024

HUA MAK CAMPUS
Tel. +66 (2) 300 4543-62 Ext.1244
Tel. +66 (2) 719 1929

+66 (81) 815 1237
gradadmission@au.edu



Line



Facebook



Instagram



www.grad.au.edu