

M.B.A. HOSPITALITY AND TOURISM MANAGEMENT

MBA Tourism School of Professional Studies



**2 YEARS
PART-TIME PROGRAM**
(Study on Sat. - Sun)
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 business environment.
- Minimum time in-class, maximum exposure to work-place tourism environment.
- A "Fun-tastic" learning experience through learning by doing.

ADMISSION SCHEDULE 2018 / 2019

| Schedule | Trimester 1/2018 (Sept. - Dec 2018) | Trimester 2/2018 (Jan - Apr. 2019) | Trimester 3/2018 (May - Aug 2019) |
|---------------------------------|--|---------------------------------------|--------------------------------------|
| Application Deadline | August 12, 2018 | January 9, 2019 | April 21, 2019 |
| AU English Proficiency Test | August 19, 2018 | December 23, 2018 | April 28, 2019 |
| Interview Entrance Examination | August 19, 2018 | December 23, 2018 | April 28, 2019 |
| AU Entrance Result | August 22, 2018 | December 26, 2018 | May 1, 2019 |
| Registration for first Semester | Aug 29 - Sept 4, 2018 | January 8 - 13, 2019 | May 8 - 14, 2019 |
| Induction Day | September 1, 2018 | January 12, 2019 | May 11, 2019 |
| Instruction Begins | September 8, 2018 | January 19, 2019 | May 18, 2019 |

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. Good command of English
4. Computer literacy

ENTRANCE REQUIREMENTS

1. A completed application form
2. Official transcript of the previous university attended (2 copies)
3. Bachelor's degree certificate (2 copies)
4. Citizen identification card and residence registration (2 copies) - for Thai applicants
5. Passport (2 copies) - for Non-Thai applicants
6. Four (1x1-inch size) photographs (formal attire, not in graduation gown)
7. Reference letters from former instructors or employers (2 letters)

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 and the applicant will not be allowed to sit for the Admission interview.

ADMISSION & EXAMINATION FEES

(non refundable)

- Admission Fee Baht 500
- AU English Proficiency Test Baht 500
- Interview Entrance Examination Baht 500

EXEMPTION

The English part of Food Biotechnology entrance examination may be exempted if you satisfy with the followings:

- 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)

STUDY SYSTEM

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

VENUE & CLASS HOURS

» Huamak Campus, Ramkhamhaeng 24 Road
Sat. & Sun. 9.00 a.m. to 4.00 p.m.

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

DURATION: 1.5 - 2 YEARS

APPLICATIONS

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 City Campus

ABAC City Campus, 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.

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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) | (US\$) |
| 1 st Installment | 137,500 | 137,500 | 4,167 |
| 2 nd Installment | 137,500 | 137,500 | 4,167 |
| 3 rd Installment | 112,500 | 137,500 | 4,167 |
| 4 th Installment | 112,500 | 137,500 | 4,167 |
| Total | 500,000 | 550,000 | 16,686 |

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\$ = 33
4. Overseas Field Trip is optional with additional fee 50,000 THB

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: December 2018

UNIVERSITY ADMISSIONS CENTER (UNIAD)

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