



มหาวิทยาลัยอัสสัมชัญ (เอแบค)

ASSUMPTION UNIVERSITY

Educating Intelligences and Active Minds to Change the World



M.B.A.
TOURISM MANAGEMENT

Ph.D. HTM
Hospitality and Tourism Management Program

WWW.TRM.AU.EDU



GRADUATE SCHOOL OF
**BUSINESS AND ADVANCED
TECHNOLOGY MANAGEMENT**



ASSUMPTION UNIVERSITY (AU)

The St. Gabriel Foundation, a worldwide organization founded in France in 1705, is responsible for the establishment and administration of Assumption University. The Foundation has been dedicated to education and philanthropic activities in Thailand for more than 100 years and it now operates 14 educational institutions providing all levels of education. Assumption School of Business was initially founded in 1969 and in 1972 it became Assumption Business Administration College (ABAC). In 1975 the Ministry of University Affairs accredited ABAC and later in 1990 it was accredited a fully-fledged university, and renamed as Assumption University (AU). The University is administered by a Council which takes policy initiatives and provides guidance for long-term planning and formulation of control procedures.

Today, AU is considered to be the leading private university in Thailand in the fields of Business, Management and Information Technology as demonstrated by the placement of many of its graduates in key management and technological positions in industry, government, banking and multinational conglomerates worldwide. The University's curriculum is patterned after the American semester hour credit system and most textbooks are similar to those used in international universities. AU students receive an education that is both globally marketable and flexible leading to highly productive careers within the various sectors of society from which the students go and to which they aspire to be.



GRADUATE SCHOOL OF BUSINESS

The Graduate School of Business (GSB), Assumption University was established in 1985, at the initiative of Rev. Brother Prathip Martin Komolmas, the then President of the university who followed the recommendations of a detailed feasibility study carried out by De La Salle University, Manila.

The GSB started with a modest MBA evening program with 33 students in 1985. In 1992, The GSB launched an MBA day program. In 1997 the GSB started the Master of Management in Organizational Development and Management (MMOD) program focused on the organization and change management. The Master of Business Administration in Tourism Management (MBA.TRM) was integrated into GSB in 2000.

At present, GSB manages five master programs and two Doctoral programs which are: MBA program, MM (Organization Development) program, MBA (Tourism Management) program, MSc (Investment Analysis) program and MBA (Technology Management) Program. The doctoral programs are Ph.D. (Organizational Development and the Ph.D. (Hospitality and Tourism Management).

As for the 32 years of growth, there are more than 12,000 students enrolled in GSB and more than 9,000 graduates are in business and management roles in the Thai society and elsewhere in the world.



M.B.A.

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.

MBA-Tourism degree is designed for those aiming for a management position and also entrepreneurs in the tourism industry. Our program continues to attract students from all parts of Thailand and abroad. Also the changing economic structure of Thailand, globalization, technological development and information-driven world growth has given our students wider career opportunities and made our program even more attractive. The school truly imparts students with an invaluable learning experience involving alternate teaching pedagogies to provide better understanding of subject topics. After graduation there are numerous employment opportunities in the tourism and hospitality industry which include: broad-profile hospitality and tourism industry business manager; travel consultant and tour operator; tour guide; destination planners; leisure, events and entertainment company manager and others in resorts, hotels, restaurants, and airlines. So if any of these aspects match your desire for personal growth or change, please visit us, so that we may help turn your dreams into reality.

I decided to join the ABAC MBA-Tourism Management program because ABAC is a prestigious educational institution that stands out of the crowd with the first international MBA-Tourism Management and Ph.D. in Hospitality and Tourism Management program in Thailand. Top notch lecturers and classmates from diverse cultures not only opened my mind and sharpened my analytical and interpersonal skills to be effective problem solver with the willingness to understand others point of view but also creating a startup mentality and entrepreneurial skills to meet the dynamic tourism industry requirements. The course structure along with field trips are often undertaken with a dominating spirit of ‘edutainment’ and seminars run by professional guest speakers are quite impressive. Furthermore, I gained ample confidence through the knowledge gained both in and out of the classes is definitely be applicable to my career in the tourism industry. Thanks to ABAC for the truly international education in tourism and hospitality and FUN-TASTIC learning experience.

SWISS DEJ-SIRA
MBA-Tourism Management
Batch # 46





I am currently studying in my second trimester of AU Tourism MBA at the Hua Mak campus. The program gives me the opportunity to gain a combination of theoretical and practical knowledge in a highly international environment. The quality of the lectures benefits vastly from personal interactions with peer students as well as the lecturers due to small class sizes. Additionally, the university offers a comfortable café on each campus which allows me to easily get in contact with senior tourism students and students from other programs. The practical background of the lecturers, several company visits, and the monthly guest speakers broaden my horizon beyond academic knowledge. Therefore, I can recommend joining our Tourism MBA.

Kind regards,
Mr. JANIS RADINK
German

STUDY SYSTEM

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

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.

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
5. Candidates are required to complete a TOEFL (with minimum scores of PBT 575) or an IELTS [with overall band (academic) of 6.5] prior to their graduation

VENUE & CLASS HOURS

» Huamak Campus, Ramkhamhaeng 24 Road
Sat. & Sun. 9.00 a.m. to 16.00 p.m.



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 a.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
TR6108	Strategic and Quality Management for Tourism and Hospitality	3
One Elective Course		3

Trimester IV , V

TR 7000	Master' s Thesis (for Thesis Option only)	3
TR 7001	Master' s Thesis (for Thesis Option only)	3
TR 7002	Master' s Thesis (for Thesis Option only)	3
TR 7003	Master' s Thesis (for Thesis Option only)	3
TR 7004	Master' s Thesis (for Thesis Option only)	3

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 a.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
TR 6990	Independent Study I	3
One Elective Course		3

Trimester IV

TR6991	Independent Study II – Industry Project (Weekday 6.30 a.m. - 9.30 p.m.)	3
Three Elective Courses		9

Trimester V

Written and Oral Comprehensive Examination

COURSES

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 6206	Comparative ASEAN Tourism Policy Studies
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



Ph.D. HTM

DOCTOR OF PHILOSOPHY IN HOSPITALITY AND TOURISM MANAGEMENT PROGRAM

The ABAC Ph.D. in Hospitality and Tourism Management (Ph.D. HTM) Program is the first International Tourism PhD program in Thailand and continues to be the pre-eminent program with small class sizes, and students from ASEAN. The program is delivered in English by international faculty members, all of whom have a wealth of experience in Tourism and Hospitality sectors.

The Ph.D. HTM program is delivered through a series of seven modules arranged in a combination of conventional lectures, tutorials, seminars, workshops and out-of-class activity-based learning experiences. With one intake per year registration can be made at any time with the program commencing in September each year.

After completing the seven theory modules in their first year students are assigned an individual supervisor who is a renowned researcher in the student's research area. Students may elect to complete their dissertation in one to four years.

The course is a unique transforming, developmental educational experience that stimulates intellectual and personal growth by building deep practical knowledge and fostering sound judgment through advanced research activities. This program prepares students for a career in tourism and hospitality research and teaching at institutions both locally and abroad. The PHDHTM is also suitable for senior managers/ industry leaders wishing to upgrade their academic qualifications or for those wishing to change the direction of their life into hospitality or tourism. Millennial generation see our program as a medium to boost their managerial and academic status. They appreciate the fast-track teaching of our seven theory modules which can be completed in just 44 weeks. After which they work closely with a dedicated doctoral supervisor, who is both international and a recognized researcher and publisher in their research area. These highly respected supervisors are each responsible for students, guaranteeing prompt and personal attention vital to supervisor student relationship and assisting students to finish their doctoral studies in 3-5 years as student's require.

ADMISSION SCHEDULE

Admission Period	: Year round
Interview	: July-August of every year
Instruction begins	: September of every year

ADMISSION REQUIREMENTS

To be considered for admission to the program applicants must :

1. Have at least 3 years of work experience in organisations in the area of interest and expertise.
2. Hold a Master's Degree in related fields (MBA, Msc in Tourism) or equivalent degrees in any other fields, with GPA above 3.50 on a scale of 4.00 or equivalent.
3. Obtain TOEFL score of 550 PBT or 213 CBT or an IELTS (Academic) overall band of at least 6.5 or
4. Obtain GMAT score of 550. (The scores are valid for 2 years). Any applicant who does not obtain the required score must take the English Entrance Examination.
5. Submit two letters of recommendation from either former instructors or employers.
6. Present a brief research proposal in the field of hospitality and tourism studies.

ENTRANCE EXAMINATION

- Applicants with a Master's Degree from other fields will be admitted subject to passing an oral entrance examination.
- All applicants must pass the research proposal examination.

GRADUATE REQUIREMENTS

1. Complete the total number of credits of the program
2. Achieve a cumulative grade point average of at least 3.00
3. Have the dissertation published or obtain an acceptance for publication in a recognized journal or academic publication which has the peer review
4. Maintain proper conduct worthy of being a doctoral degree holder
5. Settle all financial obligations to the University
6. Fulfill the requirement of an out-of country fieldtrip organized by the school

VENUE & CLASS HOURS

- » Huamak Campus, Ramkhamhaeng 24 Road
Sat. & Sun. 9.00 a.m. to 16.00 p.m.



STUDY PLAN

Year I First Semester

TR 5900	Graduate Studies Skills	non-credit
TR 5902	Advanced Hospitality and Tourism Management	3
TR 5903	Contemporary Issues in Hospitality and Tourism Development	3
TR 5904	Research Design and Methodology	3
Total		9

Year I Second Semester

Elective	Courses	9
Total		9

Year II First Semester

TR 9100	Doctoral Dissertation I	9
Total		9

Year II Second Semester

TR 9101	Doctoral Dissertation II	9
Total		9

Year III First Semester

TR 9102	Doctoral Dissertation III	9
Total		9

Year III Second Semester

TR 9103	Doctoral Dissertation IV	9
Total		9

COURSES

Required Course

(9 credits)

TR 5900	Graduate Studies Skills	non-credit
TR 5902	Advanced Hospitality and Tourism Management	3
TR 5903	Contemporary Issues in Hospitality and Tourism Development	3
TR 5904	Research Design and Methodology	3
Total		9

Elective Courses

(9 credits)

TR 6900	Advanced Destination Marketing	3
TR 6901	Advanced Strategic Tourism Planning	3
TR 6902	Advanced Theories in Organization and Development	3
TR 6903	Advanced Human Capitals Management in Hospitality and Tourism	3
TR 6904	Advanced Intercultural Communication	3
TR 6905	Advanced Tourist Behaviour and Management	3
TR 6907	Seminar in Tourism and Hospitality Business Management	3
TR 6908	Leisure, Business & Event Tourism Management	3
TR 6909	Information Technology in Tourism	3

Dissertation

(36 credits)

TR 9100	Doctoral Dissertation I	9
TR 9101	Doctoral Dissertation II	9
TR 9102	Doctoral Dissertation III	9
TR 9103	Doctoral Dissertation IV	9

FEES

INSTALLMENTS	THAI STUDENTS (THB)	NON - THAI STUDENTS	
		(THB)	(US\$)
1st Installment	271,100	288,600	8,746
2nd Installment	254,600	254,600	7,716
3rd Installment	251,600	256,600	7,776
4th Installment	249,600	249,600	7,564
5th Installment	235,450	240,450	7,287
6th Installment	237,650	237,650	7,202
Total	1,500,000	1,527,500	46,288

Note
 - Fees are subject to change when applicable to the university discretion and without prior notice.
 - Payment must be arranged in six installments as requested by Assumption University.
 - Currency exchange rate : THB 33 = US\$1



M.B.A.
TOURISM MANAGEMENT

PH.D. HTM
HOSPITALITY AND TOURISM MANAGEMENT PROGRAM

WWW.TRM.AU.EDU

UNIVERSITY ADMISSIONS CENTER (UNIAD)

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