

# Ph.D.BA

## DOCTOR OF PHILOSOPHY IN BUSINESS ADMINISTRATION



Study at **Hua Mak Campus**

### 4 YEARS PROGRAM

- Create a resource base on highly qualified business researchers and teachers who can link and integrate applied research to learning as a precursor to the formulation of vision, strategy and leadership to provide analytical support to grow business sector.
- Create an increasing body of academic research focusing on Thai businesses, and original dissertation with valid and well-structured arguments, an significant contribution to the knowledge of improving business administration.
- Form intellectually competent graduates who are morally sound, committed to acting justly, and open to further growth; appreciate freedom of expression, imbued with right attitudes and ideologies through a carefully integrated curriculum of ethics, and business management; and achieve academic excellence through hard work, critical, analytical and initiative thinking, and effective decision-making.

### ADMISSION SCHEDULE 2018

Schedule	Academic 1/2018 Batch 13 (613-xxxx)
Application Filling Period	Jan 4 – June 8, 2018
<b>AU English Proficiency Test</b>	June 17, 2018
Examination Interview	June 17, 2018
AU Entrance Results	June 20, 2018
Registration Date	June 25, 2018
Foundation Course Begins	July 2, 2018
Semester Begins	August 6, 2018



### ADMISSION REQUIREMENTS

1. Master's degree from the institutions accredited by the Ministry of Education, Thailand
2. GPA of at least 3.25
3. Take the AU-English Proficiency Test and the interview. The application who submitted the TOEFL (ibt) 90 or (PBT) 575 or IELTS 6.5 or those with the Bachelor's or Master's Degree from USA, Canada, Australia, and New Zealand are exempted from the AU English Proficiency Test
4. GMAT / GRE scores or pass the exam of the school.
5. Two acceptable letters of recommendation
6. A research proposal
7. Statement of Purpose indicating why the applicant wants to pursue a doctoral degree

(In case an applicant has not passed GMAT or TOEFL, he/she needs to take internal exams before the interview takes place)

### ENTRANCE REQUIREMENTS

1. A completed application form
2. Official Transcript of the previous university attended (3 copies)
3. Bachelor's and Master's Degree Certificate (3 copies)
4. Citizen identification card and Residence registration (3 copies) – For Thai Applicants
5. Passport (3 copies) – For Non-Thai Applicants
6. Eight (1x1 inch size) photographs (formal attire, not in graduation gown)
7. Resume (3 copies)
8. Statement of Purpose

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 and he/she will not be allowed to appear for the Admission interview.

### ADMISSION & EXAMINATION FEES (non refundable)

Admission Fee	500 Baht
Interview + Attitude Test	1,500 Baht
AU English Proficiency Test	500 Baht
GMAT	500 Baht

### 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 or a higher degree from native English speaking countries (e.g. USA, Canada, UK, and New Zealand)

### STUDY SYSTEM

1<sup>st</sup> semester: August - December  
2<sup>nd</sup> semester: January - May

### VENUE & CLASS HOURS

Hua Mak Campus, Ramkhamhaeng 24 Rd.  
Mon.-Fri. 6.30 P.M. - 9.30 P.M.  
Sat. 9.00 A.M. - 4.00 P.M.

### GRADUATION REQUIREMENTS

- Have completed all the courses of the curriculum
- Have obtained a cumulative grade point average of at least 3.00
- Have passed the proficiency test of English
- Have passed the qualifying examination
- Have proposed the dissertation and passed the final oral dissertation defense evaluated by a committee approved by the University. The final oral defense is opened to the public.

- Have the dissertation/part of the dissertation published or have obtained an acceptance of its publication in a national or international journal in accordance with OHEC's Regulation on Criteria for Selection of Academic Journals for Publication of Academic Work (B.E. 2556)
- Have obtained library and financial clearance from the University
- Have demonstrated good behavior and discipline

### APPLICATIONS

#### Hua Mak Campus

Admissions Center "P" Building, 1<sup>st</sup> 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 SMT  
88 Moo 8 Bang Na-Trad Km.26, Bangsathong,  
Samuthprakarn, Thailand 10540  
**Office hours:**  
Monday – Friday 08:30 to 05:00 P.M.

# Ph.D.BA DOCTOR OF PHILOSOPHY IN BUSINESS ADMINISTRATION

## CURRICULUM

Coursework and Dissertation (Master's degree holder)  
 Core Courses 18 Credits  
 Research Courses 6 Credits  
 Dissertation 36 Credits  
**Total 60 Credits**

## COURSES

### Foundation Courses

DBA 6100	Management and Organization	Non-credit
DBA 6200	Theory Marketing Theory	Non-credit
DBA 6300	Financial Theory	Non-credit

### Core Courses

DBA 7001	Applied Economics for Business	3 (3-0-6)
DBA 7002	Quantitative Analysis for Research	3 (3-0-6)
DBA 7003	Behavioral Research Design	3 (3-0-6)
DBA 7100	Advance Management and Organization	3 (3-0-6)
DBA 7200	Theory Advance Marketing Theory	3 (3-0-6)
DBA 7300	Advance Financial Theory	3 (3-0-6)

### Research Courses

DBA 8001	Select 1 course from the following courses	3 (3-0-6)
DBA 8002	Multivariate Analysis	3 (3-0-6)
	Applied Econometrics	3 (3-0-6)
DBA 8100	Select 1 course from the following courses	3 (3-0-6)
DBA 8200	Seminar in Management Research	3 (3-0-6)
DBA 8300	Seminar in Marketing Research	3 (3-0-6)
	Seminar in Financial Research	3 (3-0-6)

### Core Courses

DBA 7001	Applied Economics for Business	3 (3-0-6)
DBA 7002	Quantitative Analysis for Research	3 (3-0-6)
DBA 7003	Behavioral Research Design	3 (3-0-6)
DBA 7100	Advance Management and Organization	3 (3-0-6)
DBA 7200	Theory Advance Marketing Theory	3 (3-0-6)
DBA 7300	Advance Financial Theory	3 (3-0-6)

## STUDY PLAN

Course Code	Course Title	Credits
<b>First Year</b>	<b>First Semester</b>	
DBA 7001	Applied Economics for Business	3 (3-0-6)
DBA 7002	Quantitative Analysis for Research	3 (3-0-6)
DBA 7003	Behavioral Research Design	3 (3-0-6)
<b>Total</b>		<b>9 (9-0-18)</b>

<b>First Year</b>	<b>Second Semester</b>	
DBA 7100	Advance Management and Organization Theory	3 (3-0-6)
DBA 7200	Advance Marketing Theory	3 (3-0-6)
DBA 7300	Advance Financial Theory	3 (3-0-6)
<b>Total</b>		<b>9 (9-0-18)</b>

<b>Second Year</b>	<b>First Semester</b>	
	Select 1 course from the following courses	
DBA 8001	Multivariate Analysis	3 (3-0-6)
or		
DBA 8002	Applied Econometrics	3 (3-0-6)
	Select 1 course from the following courses	
DBA 8100	Seminar in Management Research	3 (3-0-6)
or		
DBA 8200	Seminar in Marketing Research	3 (3-0-6)
or		
DBA 8300	Seminar in Financial Research	3 (3-0-6)
<b>Total</b>		<b>6 (6-0-12)</b>

<b>Second Year</b>	<b>Second Semester</b>	
DBA 9001	Doctoral Project I	6 (0-0-18)
<b>Total</b>		<b>6 (0-0-18)</b>

Course Code	Course Title	Credits
<b>Third Year</b>	<b>First Semester</b>	
DBA 9002	Doctoral Project II	9 (0-0-27)
<b>Total</b>		<b>9 (0-0-27)</b>
<b>Third Year</b>	<b>Second Semester</b>	
DBA 9003	Doctoral Project III	9 (0-0-27)
<b>Total</b>		<b>9 (0-0-27)</b>
<b>Fourth Year</b>	<b>First Semester</b>	
DBA 9004	Doctoral Project IV	9 (0-0-27)
<b>Total</b>		<b>9 (0-0-27)</b>
<b>Fourth Year</b>	<b>Second Semester</b>	
DBA 9005	Doctoral Project V	3 (0-0-9)
<b>Total</b>		<b>3 (0-0-9)</b>

## ESTIMATED EXPENSES

Installment	Thai (THB)	Non-Thai (US)
1st year / 1st Semester	153,400	170,900
1st year / 2nd Semester	134,400	134,400
2nd year / 1st Semester	109,800	114,800
2nd year / 2nd Semester	109,800	109,800
3rd year / 1st Semester	94,400	99,400
3rd year / 2nd Semester	94,400	94,400
4th year / 1st Semester	94,400	99,400
4th year / 2nd Semester	45,200	45,200
<b>Total Installment</b>	<b>835,800</b>	<b>863,300</b>

Additional Fee	Thai (THB)	Non-Thai (US)
Qualifying Exam	24,000	24,000
Proposal Defense	10,000	10,000
Final Defense	25,000	25,000
<b>Total Approximated Expense</b>	<b>894,800</b>	<b>927,300</b>

### The fee doesn't cover the followings:

- Admission fee (non-refundable)
- Tuition fee for non-credit courses
- Textbooks
- AU Academic Writing Course (15,000 THB)

### Note:

- The fees are subject to change at the university's discretion without prior notice
- Currency exchange rate: THB 33 = US\$ 1

## 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: November 2017

## UNIVERSITY ADMISSIONS CENTER (UNIAD)

### HUA MAK CAMPUS

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 Tel. +66 (2) 719 1929  
 Website : www.grad.au.edu  
 E-mail : gradadmission@au.edu

### ABAC CITY CAMPUS

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 Tel: +66 (2) 1009 115-8

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