



# MSME

## Student Handbook

*Martin De Tours School of Management  
and Economics*

2018

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# PREFACE

This handbook complements the university's policies, rules and regulations published in the University's Undergraduate Bulletin and provides an account of policies and academic issues set forth by the Martin de Tour School of Management and Economics that are relevant to students enrolled in the academic degree programs of the School. Knowledge of the policies outlined in all of the above-named publications is each and every student's own responsibility.

The School reserves the right to modify the policies, rules and regulations detailed in the handbook at any time before the beginning of an academic term. Moreover, the information contained in the handbook related to academic programs, deadlines, and regulations is subject to verification and correction by the School, University's Office of the Registrar and the University's Dean of Graduate Studies.

# ABOUT MSME

## MESSAGE FROM THE DEAN

Five decades is not a short time. Martin de Tours School of Management and Economics (MSME Business School) has a proud history of 49 years when Assumption University started as the first international university in Thailand. We continue our journey relentlessly to be a distinguished business school in nurturing leaders to face new challenges and seize opportunities.

The campus provides students with a rich multi-cultural environment with international students from over 80 countries and faculty members from 40 countries. Students are exposed to a diverse and top-notch learning environment- a truly congenial setting to develop a global mindset and prepare them to adapt to the changing business environment.

The School extends its commitment to instilling entrepreneurial spirits and business skills. Strong industry networks and business incubator for start-up opportunities provide our students a clear edge in the business world.

We pride ourselves as one among the top business schools in Thailand providing:

- Diversified business programs covering all business disciplines, where students develop well-rounded business skills.
- Experiential learning with business exposure where they meet with industry experts and have a unique opportunity to learn and practice at business sites.
- Academic excellence and practical business knowledge that ensure our graduates good job opportunities, employability and admissions to world-class universities.

We shall extend our continued commitment and support to provide excellence in creating quality graduates who make a positive impact on the society. Our website will take you for a journey where you can experience the various business programs, campus life, practical experiences and have a feel of being on campus.

We welcome you to MSME Business School and look forward to providing you a stimulating learning experience.

Dr. Uree Cheasakul

Dean, Martin de Tours School of Management and Economics

# HISTORY

Martin de Tours School of Management and Economics (current name) was started in the same year as the establishment of Assumption University in 1969. Assumption University of Thailand, a Catholic institution administered by the Montfort Brothers of Saint Gabriel was started with a student body of totaling just 51, as an autonomous higher education institution under the name of Assumption School of Business (ASB), with the primary aim of providing an opportunity for Assumption Commercial College's students to further their studies at the baccalaureate level.

On June 1972, ASB received full accreditation from the Ministry of Education and changed its name to Assumption Business Administration College, better known as ABAC. It was in May 1973 that ABAC went co-educational and moved to the Hua Mark campus. The Ministry of Education later accredited the institution in 1975. During its early years, the institution offered only undergraduate business education. It was not until 1985 that the institution started offering other curriculums. The institution was granted a new status in 1990 as Assumption University (AU) by the Ministry of University Affairs.

In 2001, the School moved to Bang Na, a new campus at Samut Prakan province, later known as Suvarnabhumi Campus. After its official inauguration and relocation of laboratories, workshops and other resources, the Suvarnabhumi campus became our main campus. It is a complex with beautiful modern buildings that will bear all the vestiges of a true seat of wisdom. This new campus will feature all necessary facilities and encapsulate an academic atmosphere that facilitates and encourages the pursuit of knowledge and the opportunity to experience campus life that will lead to the total development of an individual; the metamorphosis of a novice into a seer and sage. The Suvarnabhumi Campus will be the nation's citadel of learning, the pride of our students, their parents, alumni, faculty, staff and it was built with a missionary fervor and zeal and is intended to last, millennium after millennium.

Today, the University has 15 schools and two institutes offering bachelor's, master's, and doctoral degree in various disciplines including architecture, biotechnology, engineering, language, law, and nursing. The unit of the University offering undergraduate business programs is officially known as the Martin de Tours School of Management and Economics (MSME Business School). Throughout the University's history, the undergraduate business curriculums, and therefore MSME, have always been the flagship and the most prominent programs of the institution.

From 2003 to 2014, the management team of the School was led by Dr. Cherdpong Sribunrueng, then Dean of the Martin de Tours School of Management and Economics. Under his administration, the School offered a wide range of undergraduate programs which includes the traditional disciplines as well as the emerging fields of study such as Marketing, Finance and Banking, Management, Accounting, Business Information Systems, Hospitality and Tourism Management, International Business Management, Industrial Management, Real Estate, Insurance and Business Economics. The objective was not only to increase the options for the students but also to ensure that the graduates possess the necessary skills to perform successfully in the business world.

With his visionary leadership, the School offered two Master Degree Programs (Master of Science in Supply Chain Management and Master of Science in Financial Economics) and one Doctoral Degree Program in Business Administration. This would facilitate the



students to have uninterrupted opportunity to pursue their studies from undergraduate to the doctoral degrees.

Since 2014, the management team of the School is led by Dr. Uree Cheasakul, the current Dean of the Martin de Tours School of Management and Economics. Under her leadership, the School is strengthening its education quality towards international standards, particularly pursuing the Association to Advance Collegiate Schools of Business (AACSB) accreditation.

# VISION, MISSION AND CORE VALUES

## Vision

To be a distinguished business school with entrepreneurial spirit and international learning environment.

## Mission

Educating graduates with entrepreneurial spirit, global competency, and social responsibility.

- By nurturing business knowledge and skills to develop creative business solutions;
- By developing business communication skills and appreciation of diversity;
- By fostering ethical awareness to act in the benefit of the society at large.

## Core Values

The Martin de Tours School of Management and Economics (MSME) bases its values on the Identity of Assumption University. Throughout the years, Assumption University maintains its values of determination, competency, openness to diversity, and moral behavior. MSME strongly believes that, while the business environment continuously changes, the AU Identity still applies and can help the School achieve its goals. The School, therefore, has its set of values that it identifies with to overcome today's challenges: Mastery, Synergy, Multiculture, and Endeavor and Endurance.

- **M = Mastery**

We have an unwavering commitment to providing quality business education, ample learning opportunities and sound research.

- **S = Synergy**

We, the faculty members of MSME, come from diverse academic backgrounds and work together on organizing faculty, department, and student activities. Our curriculum structure provides students with the flexibility to choose courses across major business disciplines and gain knowledge in a learning environment that consists of students from different fields of specialization. We also collaborate with business industries and local communities to make an impact on society. Overall, synergy creates a superior learning experience for faculty members and students, and strengthens networks within the School and with external sectors.

- **M = Multiculture**

We embrace the diversity of cultures and have a deep appreciation of how it fosters creativity and enriches learning experiences.

- **E = Endeavor and Endurance**

By consistently working hard, we strive to continuously perform at higher levels with our dedication to quality and competence.

# GENERAL INFORMATION

## CAMPUS AND FACILITIES

Teaching and learning under MSME are conducted in three different locations: Hua Mak, Suvarnabhumi, and Sathorn (ACC) campuses. Hua Mak and Suvarnabhumi campuses are approximately 40 km apart from each other. The University provides scheduled shuttle buses; the scheduling of the shuttle buses could be found at [AU Transportation](#). Sathorn Campus is situated in downtown Bangkok.

Currently, more than 90% of courses offered by MSME are carried out in Suvarnabhumi Campus, while a small number of courses and sections are being assigned to Hua Mak and Sathorn campuses. Each campus is equipped with computer labs, sports facilities, a medical station as well as all administrative departments.

### Libraries

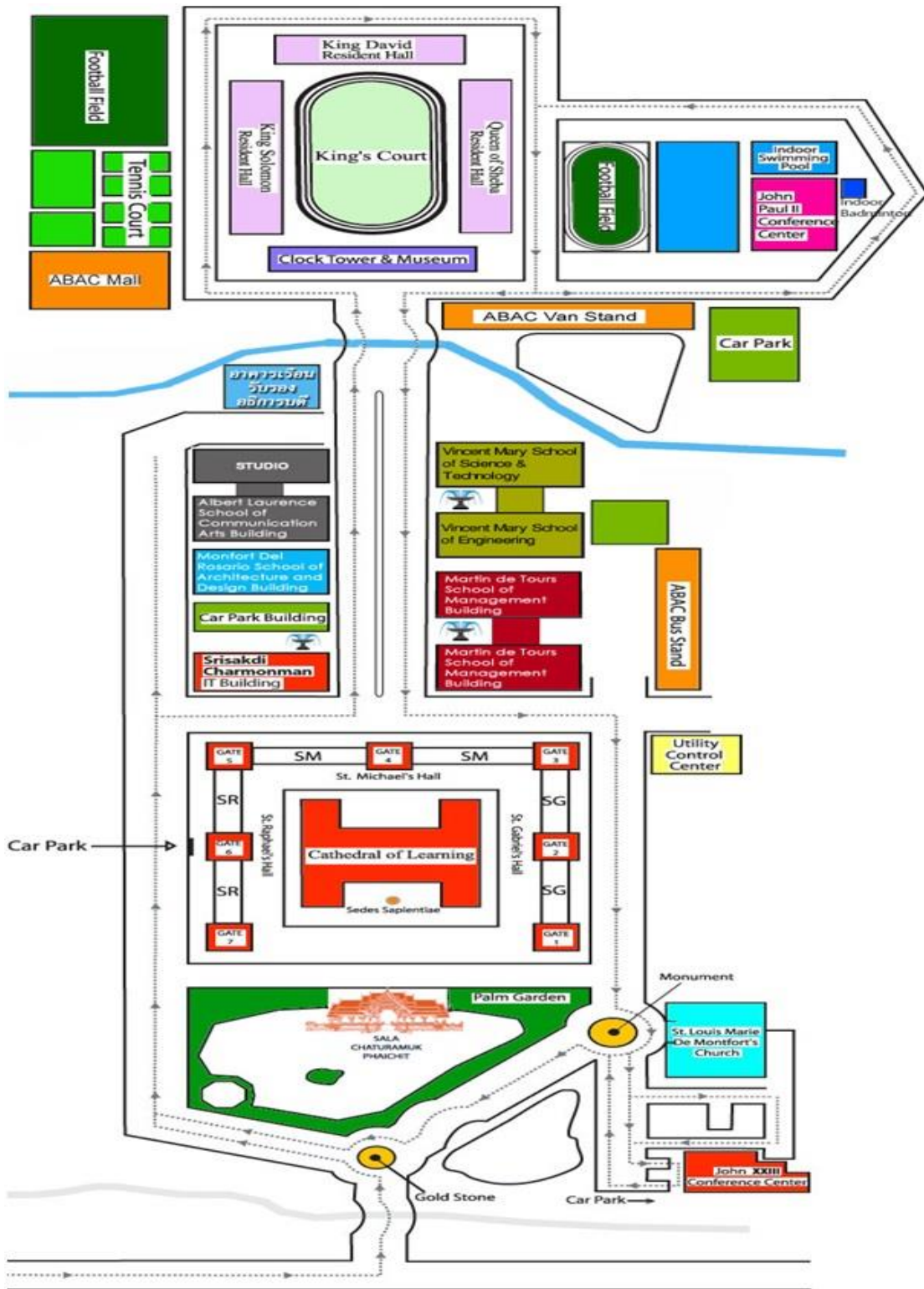
Both Hua Mak and Suvarnabhumi campuses maintain a large library with a combined total of over 500,000 volumes. The Library also subscribes to about 1,700 journals and periodicals. In addition to the study facilities provided for students and instructors in the libraries, there are reading areas in various other locations. These include the Catholic Education Council Library, the Catholic Library, the graduate student lounge, the Guidance and Counseling Library, the Faculty Lounge and the International Center.

The library on the Suvarnabhumi Campus campus can be found on the second floor of the CL building, while the library on the Hua Mak Campus can be found on the ground floor of St. Gabriel's Hall.

### Computer Labs

The Office of Information Technology Services (ITS) strives to acquaint students with the use of the computer as a tool for working with large quantities of information in an advanced technological environment. Its general activities are under the direction of the Director of the Computing Center. In addition to supplying instructions on the use of computers to students and faculty, the Center also assists them with coursework and research activities involving complex computation and intricate data processing. Computer labs that are accessible by all students are located in:

- Cathedral of Learning, 5<sup>th</sup> floor, Suvarnabhumi Campus
- IT Building, 3-5<sup>th</sup> floor, Suvarnabhumi Campus
- St. Gabriel's Library, Ground Floor, Hua Mak Campus



Suvarnabhumi Campus Map

# ASSUMPTION UNIVERSITY

## HUA MAK CAMPUS



### KEY PLAN

1. ABAC POST OFFICE  
(ที่ทำการไปรษณีย์)
2. GATE OF WISDOM  
(ประตูชัย)
3. CATHOLIC EDUCATION COUNCIL, THAILAND  
(สภาการศึกษาคาทอลิกแห่งประเทศไทย)
4. BANK OF AYUDHYA  
ธนาคารกรุงศรีอยุธยา
5. CAR PARK  
(ลานจอดรถ)
6. DE MONTFORT HALL (D)  
(อาคารเดอ มงฟอร์ต)
7. ADMINISTRATIVE OFFICE (1<sup>st</sup> Floor) & AUDITORIUM (2<sup>nd</sup> Floor)  
(สำนักกองอธิการบดีฝ่ายบริหารชั้น 1 และห้องประชุมชั้น 2)
8. INFORMATION BUILDING (I)  
(อาคารอินฟอร์เมชั่น)
9. STS. PHILIP & BERNARD HALL (P)  
(อาคารเซนต์ฟิลิป แอนด์ เบร์นาร์ด)
10. ST. MARY'S SQUARE & CAR PARK  
(จัตุรัสเซนต์แมรี่และลานจอดรถ)
11. TOWER OF DAVID  
(หอนาฬิกา)
12. SALLE D' EXPO (1<sup>st</sup> Floor) & CHAPEL (2<sup>nd</sup> Floor)  
(ห้องนิทรรศการชั้น 1 และโบสถ์แม่พระรับสารขึ้น 2)
13. ASSUMPTION HALL (A)  
(อาคารอัสสัมชัญ ร.ศ. 200)
14. ST. LOUIS HALL (L)  
(อาคารเซนต์หลุยส์)
15. ST. GABRIEL'S HALL (CENTRAL LIBRARY)  
(อาคารเซนต์กาเบรียล), (สำนักหอสมุดกลาง)
16. MARTIN DE TOURS HALL (M)  
(อาคารมารติน เดอตูร์)
17. LUCEAT LUX VESTRA SQUARE  
(ลานตร. ซุน พลาซ่า)
18. THAI ART AND CULTURE CENTER & INTERNATIONAL CENTER  
(สำนักบริหารศิลปวัฒนธรรมไทยและศูนย์นานาชาติ)
19. SALA ROMANEE  
อุทยานรมณี
20. GRADUATE SCHOOL OF ENGLISH  
(บัณฑิตวิทยาลัยภาษาอังกฤษ)
21. CAMPUS LAKE  
(ทะเลสาบ)
22. SALA PRATHIPALAYA  
(ศาลาประทีปชัย)
23. KING'S LAWN  
(คิงส์ ลอว์น)
24. CORONATION HALL (C)  
(อาคารเฉลิมรัชมณฑ)
25. QUEEN'S SQUARE  
(ควีนส์ สแควร์)
26. CAFETERIA & STUDENT CENTER  
(ห้องอาหารและองค์การนักศึกษา)
27. ENGINEERING BUILDING (E)  
(อาคารเอกพระเกียรติ สก.)
28. QUEEN'S TOWER (Q)  
(อาคารควีนส์ ทาวเวอร์)
29. ABAC CONDOMINIUM  
(เขตหอ คอนโดมิเนียม)
30. ABAC CONDOMINIUM (Only 8<sup>th</sup> Floor)  
(เขตหอ คอนโดมิเนียม เฉพาะชั้น 8)

## **AU Internet Service**

Assumption University provides free Wi-Fi internet connections to current students in both campuses. The coverage includes all school buildings, grounds, dormitories and supporting facilities. Students can obtain accounts from ITS (3<sup>rd</sup> floor, IT building, Suvarnabhumi Campus) by providing their student identification cards.

## **Medical Facilities**

Assumption University provides health services on both campuses. Registered nurses are on duty Monday through Friday from 8.00 a.m. to 4.30 p.m. and are available for emergencies, first aid, and medical counseling.

Students, faculty and staff members with medical problems are encouraged to keep their files active at the Health Center regarding the nature of their problems so that appropriate action can be taken in the event of an emergency. The infirmary rooms are located at

1. **Suvarnabhumi Campus.** 2<sup>nd</sup> Floor, Queen of Sheba Residence Halls  
Contact : 0-2723-6296  
Service Hours : Mon – Fri (8.00 a.m. - 4.30 p.m.)
2. **Hua Mak Campus.** Martin De Tours Hall (M Bldg.) - floating floor  
Contact : 0-2300-4543-62 ext. 3504  
Service Hours : Mon – Fri (8.00 a.m. - 4.30 p.m.)

## **Fitness and Sports Center**

Students can enjoy air-conditioned fitness rooms free of charge in either campus. Suvarnabhumi Campus is also equipped with a multi-function sports center. AU Fitness and Sports Center is located at John Paul II Conference Centre. Lockers are available in front of the fitness room.

# **SUPPORTING UNITS AND CENTERS**

## **University Administration and Registration Service**

**Office of the Vice President for Administrative Affairs** provides the following services:

- Academic documents and examination arrangements
- Legal and general business information
- Audio-visual equipment management
- Public relations

The office is located at SM Building Room 105, Suvarnabhumi Campus.

**Office of the Vice President for Students Affairs** provides services pertaining to:

- Students personal and campus life
- Learning supports
- Financial aids and scholarships
- Career advices

The office is located at CL Building 14th Floor, Suvarnabhumi Campus.

**Office of the University Registrar** provides services in the areas of:

- Admissions and student records
- Evaluation and academic records
- Class schedule
- Student registration services
- VISA services for international students

The office is located at SM Building Room 106, Suvarnabhumi Campus and M Building Ground Floor, Hua Mak Campus.

## **MSME Office and Student Centers**

**MSME Office** provides the following services:

- Answer frequently asked questions
- Act as an intermediary between students and department chairpersons

The office has two windows. One is located in the 2nd floor of MSM, Suvarnabhumi Campus, open daily from 9 am to 16.:30 pm. The other is in the 6th floor of D Building, Hua Mak Campus, open daily from 9 am to 19:00 pm.

**International Student Advising Center** provides a broad range of services to international students. The advisors supply updated academic information and rules, as well as offer advice to issues, such as career and further study choices. The center also regularly schedules review sessions of some business core courses before midterm and final exams and provides tutorials in English, and Chinese.

The center works closely with several MSME ethnic student groups to arrange festivities, and Thai art and culture field trips in order to help integrate international students into the campus and immerse them in the Thai culture.

Advisor, Dr. Yokfar Phungphol, provides office hours as follows: Monday 9:00 to 17:00, Wednesday 9:00 to 17:00, and Thursday 9:00 to 17:00. Walk-in is welcome during these office hours. Students can also make an appointment via email: yokfarp@msme.au.edu.

The center is located at MSM 205, Suvarnabhumi Campus.

**Academic Advising Center** is responsible for all academic advising activities, providing guidance to students with the primary purpose of leading them to timely graduation. Particularly, the center pairs up faculty members and students and arranges advising activities every semester, so the study plan of each student is monitored regularly and is well programmed.

Students are welcome to seek help with respect to academic matters from the Academic Advising Center in addition to their assigned advisors. Students should contact the director of the center at varapornsrw@msme.au.edu. A walk-in appointment with the director is also available on Mon 9.00-12.00 and Tue. 9.00-12.00.

The center is located at MSM 203, Suvarnabhumi Campus.

**Student Development Center** helps students get involved. Getting involved in activities outside the classroom provides students new perspectives and skills, and more importantly, can be fun. Counselors at the Student Development Center are dedicated to helping students achieve their personal, academic, and professional goals, and to enrich their lives on campus.

The center also coordinates with external organizations (businesses, government agencies, or other universities) to prepare students to participate in business competitions. In addition, the center arranges MSME's student-centric projects such as MSME First Orientation and MSME Week, and facilitates MSME students to participate in university-wide activities, for example, AU Open House, commencement ceremony, and several annual festivals.

On a first-come first-served basis, walk-in appointments are 15-minute meetings. One can also make an appointment with the director of the center, Mr. Anuphab Siripat, in advance at [anuphabsir@msme.au.edu](mailto:anuphabsir@msme.au.edu).

The center is located at MSM 204, Suvarnabhumi Campus.

**ABLE Incubator Center** is the University's business incubator. The Assumption Business Leading Entrepreneurship (ABLE) center was established on October 27, 2014). It aims to help entrepreneurs, be they students, graduates, faculty members, or professional staff, turn business opportunities and ideas into marketable products while minimizing the chances of failure. The center is to help participants start up their business successfully and with persistence. To do so, business knowledge and technological know-how are integrated and put into practice. In addition, the ABLE Incubator Center adopts the concept of "shared actions in space and time" to reduce startup and other operating costs.

The advisors at the center provide the following services to entrepreneurs.

- Offer advice with respect to the business establishment, business plan, business registration and trading
- Equip with the necessary tools and allocate potential locations to run the business
- Coordinate with stakeholders and help seek sources of investment and capital from monetary institutions
- Provide marketing and public relations services
- Organize training, seminar services, and business field trip arrangements
- Offer follow up and consultation services after the business has been established to ensure continuous success and satisfaction of all involved parties

The center is located at VMC 201, Suvarnabhumi Campus.

**Psychological Counseling Center** assists students' individual, social and academic development. Counselors are available to discuss concerns students may have in their academic and social life.

Individual counseling includes issues such as anxiety, depression, stress, academic difficulties, relational problems, dilemmas and difficult decision. The center also organizes group activities, training programs and seminars for the personality development of the students.

Appointments should be made in advance via email [counseling@msme.au.edu](mailto:counseling@msme.au.edu) or phone 086-644-9582 or 087-985-5075, and a typical appointment is 30 minutes long.

The center is located at VMC 202, Suvarnabhumi Campus.

**Career Training and Development Center** provides learning and professional development services to MSME undergraduate and graduate students, and prepares them to be a contributing member of any organization and industry they join after their studies. The center keeps up-to-date information about the job market, and organizes



various training courses, ranging from how to write an effective resume and cover letter, makeup tutorials for young females, and the essential business etiquette. Counselors also help sharpen interviewing skills and arrange mock interviews upon request.

On a first-come-first-served basis, walk-in (MSM 3rd floor, Suvarnabhumi Campus) appointments are 15 minutes long. One can also make an appointment with advisors in advance via email [jirayutpmt@msme.au.edu](mailto:jirayutpmt@msme.au.edu) or phone 062-235-5524, and appointments scheduled in advance are 30 minutes long.

The center is located in the 3rd floor of MSM, Suvarnabhumi Campus.

**IT Support for Student Learning Center** primarily provides to students ICT training classes and workshops, particularly, in the following areas: information systems for innovative business development in hotel business management and logistics and transportation management, creativity suite for video tutorials and presentations (Camtasia), Microsoft Office suite, ERP, and e-commerce development.

The center also provides for external organizations, be they in the public or private sector, consulting and training services pertaining to the development and implementation of ERP, information systems and e-commerce.

The center is located at VMC 302, Suvarnabhumi Campus.

## **MSME STUDENT KNOWLEDGE SPACE**

The MSME Student Knowledge Space is a platform for MSME students to share knowledge. It also provides important student information including most, if not all, student forms. The System can be found [here](#). To access the Space, enter your AU login information.

# CODE OF CONDUCT

## MORAL CONDUCT

### Rules and Regulations

As Assumption University deems necessary to improve its regulations concerning its student's discipline; the University Council, by virtue of authority vested in Article 39 (1) of the Private Education Act 1979. Here addresses some of the regulations and rules listed in Article 6 to Article 39 as a general guide for students' daily actions:

- Students should severe and preserve the nation, the religion, and the monarch as well as the democratic regime led by the King as the chief of state.
- Students should behave themselves in conformity with their student status as required by the University that is the ethics of the students such as civility and whiteness. Students should, in any opportunity, use a proper language and refrain themselves from any action prejudice to one another as well as to the University.
- Students should respect and comply with laws and orders and obey the values such as honesty and integrity as well as the preservation of the University regulations with honesty.
- Students should beware of equal rights and security for others and for the community. They should not disturb or create any problem to anyone even with their negligence.
- Students should strictly obey by orders or announcements concerning the University's regulations or obligations. Ignorance of laws, orders, announcements, rules, or regulations excuse no one.
- Students should behave decently and properly upon meeting or dealing with the university's instructors, staff members and visitors. Students should create the impression that they are well behavior, educated and refined persons.
- Students should at all times display their respect and obeisance to staff members, instructors, administrators, and distinguished guests according to the norms of civilized behavior, which is characteristic by Thai traditions and culture.
- Students should maintain dignity of their own and others according to Thai traditions and culture so as to uphold the university's reputation.
- Students should remind their companions regarding the University's regulations and prevail on them to observe such regulations.

- Students must settle peacefully their dispute among themselves. They should abstain litigation, or to have any conduct or to use a provoking or despising language threatening and oppressing or harming the others. They should not influence the others to have conflict, dispute, or fighting. They should also refrain from foul play and malicious teasing, which could lead to scuffles and bodily harm, incitement of hatred and jealousy, as they are considered reprehensible and unacceptable. Involved students are liable to disciplinary actions.
- Students should not carry weapons or objects that can be served as weapons.
- Students must use the University properties and equipment with consideration and care according to the objectives and purposes for which they were acquired.
- Students should also follow the instructions regarding the prohibition of certain activities and the reservation of facilities for instructors and staff members or distinguished guests.
- Students should consider its binding obligation to preserve the environment around the University.
- Students are not allowed to eat, drink or smoke on campus except in special areas reserved for these purposes.
- Students should not cause damage to the University's properties, equipment and other assets.
- Students must not bring alcohol or intoxicating substances to the campuses unless having special permission from the University
- Students should not consume alcohol or intoxicating substances within the campuses nor should they consume alcohol or intoxicating substances while in uniform or wearing any recognized symbol of the University irrespective of the premise
- Students must avoid consuming or carrying any kind of drugs prohibited by law.
- Students should not be gambling or play any games that could be considered as gambling, nor possess gambling or betting equipment, nor visit places that are considered as gambling locations and other illegal entertainment houses.

## **Terms of Punishment**

Students who violate the aforementioned disciplinary rules and regulations will be subject to terms of punishments. Penalties for misconduct under the disciplinary rules are as follows:

- Reprimand (verbal or written).
- Fine.
- Restricted from designated areas.
- Reprimand in written with probationary condition
- Reducing marks for a particular subject or behavior marks for their misconduct.
- Failing in a particular subject.
- Disqualification from examination of a particular subject or of all subjects.
- Withholding students' degree.

- Suspension for specified periods.
- Expulsion from University.

## **Procedure for Judgement and Punishment**

1. In case of the violation of disciplinary regulations, Vice President for the Student Affairs or authorized persons may hold an inquiry taking into consideration the wrongful activities and impose appropriate punishment except when the President, in view of the gravity of the situation, has appointed a special committee to carry out the duties. If a violation is pertinent to a violation (except criminal violation) that could lead to expulsion but is not under the jurisdiction of any special committee, and the students are subject to face the maximum penalty, the President may entrust a committee, comprising of Vice President for the Students Affairs or Dean or other administrator as a chairperson, and other instructors or staff as the committee members that is not exceed 5 persons. The committee shall be empowered to investigate to carry out additional investigation into consideration of the original term of penalty, and shall submit the findings as well as its opinion regarding an appropriate term of punishment to the President within 30 days after the appointment.

After review of the proceedings, the President considers that the nature of the violation is not so severe and the students deserve an expulsions from the university, the President may reduce the punishment and impose a lesser penalty as he deems fit.

2. If it appears that the violation of disciplinary regulations is obvious but it is not of a serious nature, or the could lead to expulsion (except in case of criminal violation) but there is a doubt pertaining to the witnesses, of there is a valid reason for the reduction of term of punishment, the President or the authorized person specified above may exercise his judgments to reduce the punishment and may also place the student on probation, or may exempt the punishment and instead place the student on probation as he deems fit. The term of probation shall include the corrective measure, conditions as well as duration that would allow the student to alleviate his behaviors.

The so called probation is not intended as a punishment, and hence can be employed by the President or any authorized person with students whose conduct may have any inflict upon their academic performance. In monitoring the behavior of students according to the above rule, if the President or the authorized person sees fit, the students may be allowed to work on special assignments that will make them realize the error of their ways and will be highly benefit for both the students and the public. After the announcement of

3. penalty for the violation of disciplinary regulations, except for reprimand and fine, the term of penalty must be recorded in the student's personal file. Furthermore, the President may publicize the nature of the student's violation, the name of the student as well as the punishment in order to discourage the imitation of such violation, and if necessary may inform the case to other institutions or may withhold the behavior certificate of the student.
4. In respect of penalties imposed other than reprimand, fine, area access restriction, if the involved students believe that the decisions are inappropriate, improper, an

appeal may be submitted to the President or to the University Council via the President depending on the gravity of situation, within 7 days after the date of announcement of decision by the authority concerned. The appeal decision shall be final.

5. The students who have been dismissed from the University can apply to reenter as a freshman after one year of the penalty date. Vice President for Student Affairs may review the case together with recommendations from trustworthy parties who will relentlessly monitor and advice the student to ascertain his being a well disciplined. If Vice President for Student Affairs deems it appropriate, he may present the case to the President for consideration and approval.

# DRESS CODE

## Rules and Regulations

Undergraduate students are required to wear clothes according to the University's Dress Code regulation below.



### *Student Uniform for male students:*

1. Plain white, short or long sleeve shirt. Sleeves may not be turned up. Shirt must be tucked into trousers. A university necktie must be worn properly.
2. Black trousers (Slack)
3. Black or dark brown belt with university buckle
4. Black leather shoes.

### *Student Uniform for female students:*

1. Plain white, short sleeve blouse. Blouse should fit properly. University buttons are attached and the university pin is worn on the left side of the blouse. Blouse must be tucked into skirt.
2. Black straight skirt at knee length.
3. Black or dark brown belt with university buckle
4. Black closed shoes.

## Terms of Punishment

Followings are the actions that will be taken against violators of the aforementioned university dress regulation:

1. Students will be given a first warning and will be ordered to leave or not allowed to enter the campus.
2. Student's ID card will be confiscated and your names will be recorded in the Student Affairs Office.
3. Student will be subjected to a 200 Baht maximum fine.
4. If students are found in the classroom, you will be ordered to leave the room and will automatically be given "W" on the subject.

## CLASSROOM POLICIES

### Class Attendance

Students are expected to attend all their registered classes. At the beginning of the semester, all lecturers are required to inform their students about rules and regulations pertaining to effective classroom management that students are obligated to strictly observe (i.e. class attendance checking, punctuality, class preparation, late punishment) number of times students will be allowed to miss their classes, as well as what considered to be inappropriate manners in the class (e.g. using mobile phone or conversing with their friends while lecture is in progress, leaving class-room without obtaining their lecturers' permission)

The following are the guidelines concerning class attendance checking students are required to adhere.

1. Attendance checking is a must
2. The **20% absence, the maximum number of allowable absences**, is inclusive for all excuses, i.e., sickness, personal and family matters, business trips, and other personal reasons. It is therefore, the student's primary responsibility to determine the necessity and ascertain the number of times of their absences.
3. 20% absence is based on the lecture hours before the examination. Furthermore, as the 20% allowable absence is calculated from the lecture hours taking place before the examination period, i.e. mid-term and final examinations, students hence, would be allowed to miss only four and a half class hours before the mid-term examination (20% of 22.5 class hours = 4.5 class hours or three times the typical one-and-a-half hour class), and another four and a half class hours (three times the one-and-a-half hour class) in the period after the midterm and before the final examination, for a total of six times the typical one-and-a-half hour class.
4. The 20% absence is counted from the date on which late registered students add the subject. In other words, the 20% absence of late registered students is calculated based upon the remaining class hours starting from the date the students enroll the subject irrespective of how many times they have attended the class. For instance, a student who is enrolled in the second week of the semester would be allowed to miss the class only 4.2 hours or 2.8 times the typical one-and-

a-half-hour class before the mid-term examination, and the other 2.8 times the typical class hours in the period between the midterm and final examinations, for a total of 8.4 hours or 5.6 times the typical one-and-a-half-hour class—20% of the total remaining 42 hours of lectures.

5. A student who has been absent from the class more than 20% of the class hours will not be permitted to sit for the course examination(s). The student will also be subject to withdrawal from the course.

## **Classroom Discipline**

### **Regulations**

Classroom discipline promotes classroom harmony and better teaching and learning. Therefore, regulations as follows must be strictly observed.

- All communication devices must be turned off while the lecture is in progress.
- Students must not engage in other activities that are not related to the class they are attending (i.e. reading magazines and/or comics, or doing assignments of other subjects).
- Students are allowed to neither eat foods or candies, nor drink any beverages in the classrooms.
- Students, in lectures, are required to approach the lecturers for permission before leaving the classroom. (Walking out of the classroom without permission is an unacceptable behavior.)

### **Terms of Punishment**

- Lecturers should render warning (verbal or written) to students for their first violation.
- Failure to comply with the aforementioned regulations for the second time would subject the students to the deletion of that particular class attendance.
- Should the problem(s) reoccur (third time violation), lecturers have the authority to remove students' names from the course and debar them from the examination. If the debarment is to be applied to the students, lecturers should seek advice from their respective department chairpersons before exercising such punishment, and should also inform the students concerned with the punishment.



# ASSIGNMENT SUBMISSION POLICIES

The policies are applicable to **all students submitting assignments in all MSME courses.**

- **EACH and EVERY** academic work, particularly term paper, project report, summary essay, critique, etc., submitted in partial fulfillment of requirements for a MSME course to the instructor should be accompanied with a signed MSME Student Academic Honesty Form ([MSME-S0001](#)). The form can be downloaded at the MSME Student Knowledge Space.
- An academic work submitted in partial fulfillment of requirements for a course cannot be reused and resubmitted again to partially fulfill the requirements for another without the consent of both instructors. Failure to comply with this policy constitutes (self) plagiarism, a violation of academic integrity.
- The enrollment of a student to any MSME course constitutes the student's agreement to follow and be bound by these policies. Every student has an obligation to be informed concerning the terms of these policies.



## STUDENT ACADEMIC INTEGRITY FORM

Fill in the form below. **All students taking MSME courses are required** to submit the filled form along with their academic work to the course instructor. In case of a group work, **each and every** member in the group needs to complete and sign this form individually and all signed forms must be attached to the work upon submission. Should there be any questions regarding this form, please contact your course instructor.

Student Name:	Student ID:
Course Name:	Course ID:

Academic dishonesty actions include:

- **Cheating:** Using unauthorized assistance, materials, study aids, or other information in any academic exercise.
- **Plagiarism:** Using someone else's language, ideas, or other original material without acknowledging its source in any academic exercise or copying without authority from its sources and using the copied materials as one's own work.
- **Fabrication:** Inventing, altering or falsifying any data, information or citations in any academic exercises.
- **Facilitation:** Helping or advising other students to commit any academic dishonesty.

Possible punishments on academic dishonesty actions are:

- "F" on assignment/exam.
- "F" in the course.
- "F" in the course with probation of 1 academic semester.
- "F" in the course with probation of 1 academic year.
- Expulsion

I acknowledge that by signing this form, I have read the above information and understand the terms and punishments of Academic Dishonesty. I hereby pledge that the work I am submitting is original and willing to accept any above-mentioned punishments should my work be found dishonest.

Signature:	Date (Day/Month/Year):
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# EXAMINATION POLICIES

Students are required to strictly observe the following examination rules and regulations while examinations are in progress. Failure to comply with them will subject students to the following terms of disciplinary action being taken: **“Fail”** in the concerned subject; **suspension** from registering for classes in the following term(s) or academic year(s); or **Dismissal** from the University.

1. Do not bring into the examination room/hall the following items unless permission is stated on the examination cover sheet.
  - Any forms of information, related or unrelated to the examination.
  - Communication devices i.e. mobile telephones, PCT, PDA(s), etc.
  - All types of calculators.
  - Dictionaries.

Should one turn in the above materials or devices to the proctor(s) before attempting the examination, the terms of punishment for cheating cases will not be applied to the student. The materials or devices together with the student's name and admission code, however, will have to be submitted to the Office of Vice President for Student Affairs for official record purposes.

2. Do not leave the examination room during the first 30 minutes of the examination for whatever reason. Should one need medical attention, the student must request the proctor(s) to contact “Examination Director” for further assistance.
3. Do not leave the examination room without signing their names on the examination list. Violating this regulation so as to claim absence from the examination will subject students to the terms of punishment for cheating cases. (In the Final Examination, once entering the examination room/hall, one is not allowed to withdraw the subject. Permission to enter the examination room is only given to students on the pretext that they have adequately prepared and are ready for the examination).
4. Proctors' permission is required should students wish to visit the rest rooms.
5. Do not communicate with other students in the examination room without the proctor's permission.
6. Do not take question papers or any information pertaining to the examination in any form, including students' answers scripts outside the exam room. Proctors do not have any authority to give permission for the papers or information to be taken outside.
7. Do not remain in the hallway or in the corridor regardless of reasons while examinations are in progress.
8. Students must strictly follow the instructions of the proctors.

The School and Assumption University value and enforce academic integrity. The reputation of the School, the reputation of the University, and the value of the intellectual contributions of faculty, staff and students depend on the assurance that every member of the entire Assumption University community adheres to the very highest standards of ethical behavior. All students must understand the meaning and potential consequences of cheating, plagiarism and other forms of academic dishonesty. The Academic Dishonesty actions include, but are not limited, to the followings:

- **Cheating:** Using unauthorized assistance, materials, study aids, or other information in any academic exercise.
- **Plagiarism:** Using someone else's language, ideas, or other original material without acknowledging its source in any academic exercise or copying without authority from its sources and using the copied materials as one's own work.
- **Fabrication:** Inventing, altering or falsifying any data, information or citations in any academic exercises.
- **Facilitation:** Helping or advising other students to commit any academic dishonesty.

A violation of academic honesty will subject one to the following terms of punishment, depend on the severity of the violation: **"Fail"** in the concerned subject; **suspension** from registering for classes in the following term(s) or academic year(s); or **Dismissal** from the University.

Lack of knowledge of the provisions of this policy is NOT an acceptable response to an allegation of academic dishonesty. For example, plagiarism, intended or unintended, is a violation of this policy.

## REFERENCES

1. [Disciplinary Regulation for Students of Assumption University \(1992\)](#)

# UNDERGRADUATE PROGRAMS

## BACHELOR OF BUSINESS ADMINISTRATION

MSME offers BBA programs in 10 specializations as follows.

### Accounting

The Bachelor of Business Administration Program in Accounting offers the students the opportunity to develop advanced accounting skills, application of computer technology in accounting, and adhere to accounting ethics to meet the demands of businesses.

Our curriculum is continuously reviewed and adapted to the requirements of the Federation of Accounting Profession in Thailand as well as to meet the international accounting standards. Accounting students are highly trained in recording business transactions as well as preparing, analyzing and interpreting financial statements. Technology is also a major concern of the program. Accounting software packages are in the offer to train our students in the current trend of recording and producing financial reports. The special skills that the students will acquire prepare them to be competent accountants in the future.

### Finance

Finance is both the art and science of money management. It is an integral part of all modern economies and also important to the success of any entity: individuals, businesses and government. Finance and Banking program provides the students with the theoretical financial principles, analytical tools, and practical knowledge for making ethical and sound financial decision in a modern business environment.

With the rapid changes in the financial environment, there is in need of specialized individuals with diversified skills and knowledge. To cope with the market needs, Finance and Banking program emphasizes on three core areas including corporate finance, financial institutions, and investment and two major concentrations (Financial Institutions and Investment). Besides, the students can diversify knowledge in business related areas such as Accounting, Business Information Systems, International Business Management, Marketing, Real Estate, Industrial Management, and Insurance. It also prepares the students for a variety of professional careers in both financial and non-financial services industries.

**Corporate Finance** is a study of business operations from the financial manager's perspectives. It focuses on the understanding of the financial statements, analyzing the financial performance, financial planning and controlling, capital budgeting, capital structure, and valuation.

**Financial Institutions Concentration** emphasizes on the financial intermediaries and the financial markets. It provides the students with the understanding of the structure, development, functions, operations, policies, theories, regulations and management of financial intermediaries as well as financial markets. For example, the areas covered are financial theories, foreign exchange transactions, international transactions, risk management, credit analysis and evaluation, fund raising decision, and the impacts on the changes in business and economic environments.

**Investment Concentration** covers the investment choices, investment objectives, investment strategies and portfolio management. The students need to analyze the best alternative investment opportunities given a risk and return objective.

## **Hospitality and Tourism Management**

Hospitality and tourism industry is one of the largest and most dynamic industries in today's global economy. Especially in Thailand where over 13% of the GDP derived from this industry. There have been some discussions on new development and challenges in the sectors, and the highlight of all services including hospitality services, the human elements (both employees and customers) are absolutely crucial.

The Hospitality and Tourism Management (HTM) program is designed to meet the growth of tourism and hospitality industry and the demand for qualified and professional human resources for the industry in order to enable the country to compete successfully and prosper regionally and globally. The HTM program provides students with the understanding of major concepts associated with all aspects of hospitality, tourism, and business management in service areas whether they are applied specifically to the hospitality-tourism industry or to the wider service sector. The HTM program is a combination of required core courses in hospitality and tourism management and major elective courses with two concentrations (hospitality management and tourism management) chosen by the students to meet their career interests and professional goals. Moreover, business concentrations are provided to students, who may want to have a minor in marketing, management, international business management, or management information systems.

The hospitality and tourism management is both art and science, it integrates conceptual and theoretical teaching and learning with practical labs and experiences of important skills needed for the industry.

## **Industrial Management and Logistics**

The rapid changes in the business due to globalization and technological development have increased complexity when conducting business across borders. It is essential that the students are able to understand, analyze, integrate and apply the impact of socio, economic, political, financial, cultural legal and ethical issues on industrial decisions and develop efficient business solutions and strategies. There is also a high demand for industrial managers and entrepreneurs who can make wise and ethical business decisions and valuable contribution to the organization, the society and the country.

The Industrial Management and Logistics major equip the students with sound knowledge, breadth and depth, in Industrial Management as a field of study to facilitate them to cope with the more demanding requirements of the changing business world and the globalization era. The Industrial Management required courses aim to develop

students' numerical skills, i.e., quantitative analysis, manufacturing planning and control, project analysis and management, and production costing and budgeting. In addition, students will also learn logistics and supply chain management, industrial safety and risk management, quality management, environmental management, and strategic management. Among the major required courses, student can also study in depth by choosing one of the two major concentrations (logistics and supply chain management, and manufacturing management).

## **Insurance**

In any business environment, there is a great demand for professional support of the insurance industry, especially in the provision of experts in insurance profession. This expertise is increasingly needed not only in the private sector, but also in various government initiatives. The development of quality education to supply talent and expertise in insurance can thus be seen as an important initiative in helping achieve the objectives of providing knowledge and capacity in the insurance profession to support the expansion of the economy and to improve the quality of life in Thailand. The Bachelor of Business Administration Program in Insurance is designed to meet the needs of the business community, and the economic and social development of the nation. The curriculum covers both life and nonlife insurance so students have the chance to learn the business operation of both industries. Insurance theories and principles are taught in order to provide students the solid knowledge and insurance background. Students also learn the real world practices from professionals in the industry, who the department regularly invites to share their experiences in insurance so that the students have a chance to exchange ideas and thought. To strengthen our position, we have collaboration with certain institute such as Australian and New Zealand Institute of Insurance and Finance in which our students can get their professional certificate in order to be recognized as insurance profession in the international market.

## **International Business Management**

With internationalization, regional arrangements and greater global interdependence of businesses, the international business environment is undergoing rapid transformation. The International Business Management major aims to prepare students to confidently, strategically and ethically confront various business challenges in the global arena.

The major offers a good blend of management, marketing and finance with a strong focus on global perspectives. These include abilities to: (1) analyze global market environment to identify key opportunities and challenges; (2) understand cultural, political, social and economic diversities; (3) recognize consumers' tastes and preferences and different buyers' behaviors around the globe; (4) identify strategic locations for global operations; and (5) critically process information and formulate appropriate strategies to manage the firms. The department aims to shape students to be global business savvy, flexible, rapidly adapt to changes in the global business and work as a team with people from diverse cultures.

Besides the emphasis on international management and strategies, the International Business Management major also offers two tracks for students to choose: the major concentration track in 'International Marketing' and the 'business concentration' track in other business related fields.

The diversified curriculum structure of the major prepares students for a variety of professional careers in domestic and multinational corporations as well as supranational organizations such as the United Nations.

## **Management – Leadership and Entrepreneurship**

Management – Leadership and Entrepreneurship department offers not only highly diversified courses which are useful and practical in real business setting but also provide learning experiences that develop well- rounded and inter-culturally capable graduates who can make a difference as ethically responsible global citizens. Management department offers business knowledge essential for running a future company of their own or improving an existing family business. Each major course is designed and developed to fulfill today's business need. For example, a leadership course offers students with different approaches and techniques of how to motivate and inspire people who may have different backgrounds in a company and in various situations. Another example is strategic management course which is the capstone course or a summative course from different disciplines necessary to help a company compete successfully against its rivals. Another reason which makes the department very much sought after is the fact that it has produced many successful alumni into business sectors such as manufacturing, retailing, banking, consulting, and etc. Furthermore, management students have an opportunity to practice what they learn in a real business situation through the management internship program. It is designed and developed to meet with students' individual needs. Our program offers a number of companies in various industries such as banking, retailing, entertainment, etc. for them to choose. Or, they can contact any company they like to work with and get a confirmation letter from them. During the internship period which is two months in the summer semester, the students can use knowledge and theories they learn from different courses to help them put their mind into and solve real business practice and problems. The feedback from our students at the end of the program has always been positive. Especially, the graduates who got a job or had a chance to run their own business said that the management internship program helped prepare them so they were ready to start working since their first day on the job.

## **Management – ACCSC Program**

*Perfect Platform to start Your Entrepreneurial Career*

The Bachelor of Business Administration in Management (Commerce) Program of ACCSC is specially designed for students looking to launch their career as an entrepreneur. Two distinguished institutions, MSME Business School and Assumption Commercial College have joined together to develop BBA program, which has a solid grounding in business administration. ACC School of Commerce's history is deeply rooted in providing quality, career-oriented education, a proud heritage that dates back to its founding in 1938 as Assumption Commercial College (ACC). The first institution in Thailand that offering English-instructed commercial education, ACC is reputed for its excellence in instructing students with an effective education to kick start their professional career. Most importantly, the program offers students essentials knowledge and capabilities that will build the right attitude and mindset to effectively fulfill their entrepreneurial role in life. ACCSC under Management major of Martin de Tours School of Management and



Economics is the first and still be the only program in AU which offering “Cooperative Education”.

*What is “Cooperative Education”?*

Cooperative Education (MGT 4945) is designed for students majoring in Management - Commerce concentration. It combines formal academic study with periods of practical work experiences in business organizations. It offers students with defined career objectives the forum to develop expertise and sharpen skill-sets in their management field of study. For students who have not made a career choice, cooperative education provides an opportunity to explore various options. For employers, it produces an opportunity to observe prospective future employees.

The process of course selection has been carefully done with an aim to develop proper business skills. Also, to enhance a real business practice and its environment, students have an opportunity to join a cooperative education program for the period of four months or the whole semester. During such time, at a well-recognized company, each student must prove themselves by working with the real business people including operative personnel and executive officers to complete a business project as assigned and closely monitored by the company’s mentor and the school’s advisors. Furthermore, the students will have a chance to exercise their presentation skill by presenting the completed work directly to the CEO or the company’s owner together with executive officers. In addition to rigorous courses of study through the entire program, internationally accepted course requirements, and hands-on business experience from highly respected companies, this program has incorporated ethics and corporate social responsibility as its core theme of all courses offered. Since they are so imperative to gain consumers’ acceptance and earn public trust to ensure today’s business sustainability in the long run.

Emphasizing cooperative as well as entrepreneurship education, the 4-years undergraduate program intentionally sets high academic standards, which helps to develop a strong work ethic and strength of character essential for pursuing an entrepreneurial career path. In keeping with its mission that is dedicated to building entrepreneurial mindsets, ACCSC is created specifically with three principal purposes:

- Nurturing business minds entrepreneurially and professionally
- Grooming students to be business successors
- Teaching business, from theory to practice

## **Management Information Systems**

The Bachelor of Business Administration Program in Management Information Systems is aimed at equipping students with sound knowledge, breadth and depth in technology to enable them to cope with the more rapid changes and demanding requirements of changing business and technology around the world.

The major in Business Information Systems will prepare students to (a) have knowledge and thorough understanding of concepts, frameworks, principles, theories and necessary technical skills to work as a full potential business information systems professional, (b) be able to interpret information, make business analysis and forecasting useful for business decision making, and (c) be able to communicate effectively and have good information and technology skills.

## **Marketing**

The marketing program at Assumption University is one of the best and prestigious programs in Thailand. Our BBA marketing program aims at shaping the students to be well-versed in business, tech savvy, innovative, ethical and to be able to communicate effectively in today's challenging market place. Our faculty team comprises of scholars and experts who are highly recognized nation-wide and committed to offer quality student-centered experiential learning in an international environment.

The program offers a variety of "core subjects" to students while allowing specializing in specific marketing concentration such as digital marketing, integrated marketing communications, strategic marketing and many other combinations of more than thirty elective subjects such as content marketing, brand building strategy, fashion marketing, event marketing, sustainable marketing, marketing in Asia. Our curriculum is regularly updated to cope with the current business landscape and as demanded in the job market.

Students attain educational excellence in BBA marketing mainly through practical and experiential learning of class workshops, project-based learning, business field trips, guest speakers, role-play, competitions, case study, on-the-job training, interactions with experts from industries, internship. With the extensive networks of marketing alumni, the program is designed with the most up-to-date content of curriculum.

## **Real Estate**

The Real Estate major is ideal for students wishing to work in both private and public sectors. Through an innovative, practical, and high-quality teaching program, the students have an opportunity to develop real estate sound knowledge and practical skills to adapt to the fast changing and highly competitive real estate world.

The program offers 3 concentrations—Real Estate Development, Property Valuation, and Property Management. The students are able to select the concentration that fits their career goals and maximize their specialized skills.

Our graduates are morally sound, committed to acting justly and open to further growth. They possess knowledge of real estate principles and essential methods, analytical minds and practical knowledge to make sound real estate business decision. The program also coaches the students to have positive attitude and are able to work as a team, as these attributes are essential in the real estate business world.

# **BACHELOR OF ECONOMICS**

## **Business Economics**

As the first undergraduate business economics program in Thailand, the Department of Business Economics of Assumption University foresees the social and economic needs and challenges in the era of globalization where a successful manager of tomorrow must be able to carry out sound economic analysis as well as blend a wealth of theoretical tools and practical experience to bear on the relationship among business, government, and society. Our program has been an innovative force in research, teaching, and corporate social service in supporting economic and social growth, development and sustainability of the globalizing economy over a decade.

Members of the Business Economics faculty have held appointments from other prominent universities in Thailand and abroad, been managers in well-known multinational corporations, held research appointments and fellowships in both government and not-for-profit organizations, and provide consulting services to government agencies and businesses. The Department has shown the highest ratio of international faculty members in Martin de Tours School of Management and Economics, and almost all faculty members have some substantial experience in foreign countries, either in their education or professional background.

The recent innovation in our curriculum of two different economic approaches focuses on the diversified needs of the market. While the managerial approach aims to produce graduates who encompass practical economic skills and equipped with sound business decisions abilities, the quantitative approach intends to develop research skills adequate for further studies in the fields of economics and finance. This new development in the curriculum will help cater good opportunities for graduates' career path in public and private sectors both locally and internationally.

# GRADUATE PROGRAMS

## MASTER OF SCIENCE

MSME offers master of science programs in 2 specializations as follows.

### **Finance and Economics**

The understanding in Finance and Economics is increasingly important in today's global financial challenges. Martin de Tours School of Management and Economics offers the Master of Science Program in Finance and Economics that aims to produce graduates who are able to advance the financial and economic insights in today's global environment.

The program offers an interdisciplinary course of study in Finance and Economics that enables students to possess rigorous knowledge on both Finance and Economics and adheres to moral principles and justice in making a sound financial decision. The fundamental courses are designed to enable students to master fundamental quantitative techniques for financial analysis and apply quantitative methods and economic analysis to the management of financial matters. The advance courses are offered to amplify not only quantitative but also research skills in advanced financial and economic research. The learning environment conceptualizes students' learning experiences and capabilities in order to prepare them for the challenging career opportunities in the field of Finance and Economics.

### **Supply Chain Management**

The philosophy of the Master of Science Program in Supply Chain Management is to recognize the increasing pace of change and prepare students for a world beyond our imagining, beyond precise predictions, beyond precise definition. We have to prepare students for exponential change, without knowing exactly what such change will be. Some can be emerging, such as the increasing speed and complexity of change, the rise of the East and the dominance of China and India, market and economic volatility, increased cost and scarcity of raw materials and energy, goods and logistics and inflation generally, increased use of technology by customers, changing nature of society and demography, awareness and action on sustainability, and concern about product safety. These changes in the next ten years will be greater than in the whole of the previous fifty years.

There will also be new business models, with more hybrid forms, often due to increasing collaboration between firms who need to share crucial information with their partners across the supply chain. All these changes demand increased skills and knowledge in the workforce, and especially in its professional elites who will have the responsibility of facing these challenges head-on and mapping ways through them to success.

Therefore, the Master of Science Program in Supply Chain Management aims to equip students with transferable adaptable skills which can be relevant to many situations and contexts. These include the skills of understanding changes and happenings through mental skills of assimilation of facts and trends, identification and analysis of components, assembling a cognitive mind map of the terrain, and deciding action, control, and leadership. Agility and flexibility are essential. These skills will evolve from a case-study methodology and interactions with leading-edge practitioners in a variety of businesses, brand-names and SMEs. As important is the integrity and moral standards of our students. For a sustainable, fair, and human future, graduates of sincerity, honesty, and goodwill are needed.

## **DOCTOR OF PHILOSOPHY**

### **Business Administration (Instruction in English)**

Martin de Tours School of Management and Economics Ph.D. Program in Business Administration is dedicated to training the next generation of leading scholars in business. The philosophy of the doctoral program is to build on a solid foundation in the social sciences to develop rigorous analytical capabilities in the study of the underlying disciplines, while at the same time, discussing topics of common interest in a diverse community of scholars. Our doctoral students undertake a broad curriculum while providing the flexibility to pursue multidisciplinary studies.

The plan of study is designed for both coursework and dissertation. The curriculum is structured around three areas of competency: research methods, theoretical concepts, and quantitative empirical skills. In their first year, students will take foundation and core concepts of business. Students also will take courses to prepare them to conduct research. In the second year, students will continue developing their competency in three specializations; finance, marketing and management, but have greater flexibility to structure a program of study that meets their specific needs and interests. Upon the completion of coursework, students work toward the preparation and defense of a thesis on an original topic. This structure reflects the School's philosophy that the major goal of the doctoral program is to produce the next generation of scholars and researchers in business. In a world that increasingly values knowledge, students will therefore have the skills and expertise to make a significant contribution.

# ACADEMIC RULES AND POLICIES

## STUDENT STATUS

### Full Time Student Status

A full time student must enroll a minimum of 12 credits in each regular semester, except the final semester before graduation. Failure to meet the requirement will result in an automatic change of student status from full time to part time.

All international students must maintain the full time status before the University can issue an educational visa for your stay.

### Leave of Absence

Shall students be willing or necessary to take long term leave or military service leave, a petition to maintain the student status must be made before the leave of absence. Students can take one semester leave or one academic year off while still maintaining the student status by submitting a petition at the MSME Office either at MSM202, Suvarnabhumi Campus or D Building 6th floor, Hua Mak Campus.

In order to maintain the student status, a fee of 1,000 baht per semester shall apply to all cases.

### Change of Name, Religion, Address and Contact Information

Students can amend their student profile information through a petition to the Office of Registrar. Please keep in mind that the student profile is the information that will appear on your degree certificate. Any inaccuracies regarding the profile information, may it be major or minor, should be amended immediately.

### Re-Enter

**Procedure.** Students who apply for re-enter must submit a petition for re-enter at the MSME offices.

1. For non-major students, re-enter petitions will be first considered by the Director of the MSME Academic Advising Center. At this stage, students will be advised on course enrollment after re-enter.
2. For major students, re-enter petitions must be first submitted to the responsible chairpersons for consideration. Then the appointed academic advisors will advise students on course enrollment after re-enter.

3. All re-enter petitions must be considered and subsequently approved by the MSME Dean.

### **Terms and Conditions.**

- Re-enter to the same program can only be done 1 time.
- For the second time re-enter case, students must change the program.
- Only transfer of course credits up to 71 credits (half of 142-144 credits) will be considered.
- Only courses with a minimum of C grade will be considered for transfer.
- Transferred courses will be recorded as TR on the new transcript
- Only students on probation are allowed to re-enter
- Re-enter students will not be considered for any graduate honor status.

### **Extension of Student Status**

The maximum duration for study in any MSME programs is 8 years. In general, 1 semester extension can be allowed for those who file a petition. A maximum of two semesters will be considered on a case-by-case basis.

### **Terms and Conditions.**

- GPA must be at least 2.00
- Students must have earned at least 96 credits, or have completed 32 required courses to be eligible for extension.
- All studied years will be recorded on the student transcript

### **Termination of Student Status**

Undergraduate students will be dismissed from the University under the following conditions:

- Obtaining a cumulative GPA of less than 1.50 at the end of any semester except the first semester of the freshman year.
- Obtaining a cumulative GPA of less than 1.75 for two consecutive semesters except the first semester of the freshman year.
- Obtaining a cumulative GPA of less than 2.00 for four consecutive semesters except the first semester of the freshman year. However, in some cases, the President, in consideration of the student's potential to improve his/her academic performance and eventually graduate, may grant special permission for the student to carry on his/her studies at the university on probation.

## **REGISTRATION AND ENROLLMENT**

### **Pre-Registration**

Students are required to pre-register for the courses they wish to enroll. The pre-registration system is usually open for access 6 – 8 weeks prior to the beginning of a semester. Detailed schedules will be announced by the Office of Registrar through various

means. It is each and every student's responsibility to check his or her own pre-registration schedule.

Students are only allowed to enroll in a section of a subject if the section still has seats available.

## **Pre-Requisites**

Course prerequisites must be fulfilled prior to registration for subsequent courses. Courses preregistered/registered with non-fulfilled prerequisites will be automatically deleted without notice and without refund.

## **Credit Limits**

The credit limits for students on probation (current GPA lower than 2.0) is 12 for a regular semester and 3 for the summer session; all students with GPA above 2.0 are allowed to enroll a maximum of 18 credits during regular semesters and 6 credits for the summer session. Students with GPA above 3.25 may petition for 21 credits in regular semesters and 9 credits for the summer session (Petitions to overload course credits by major students must be approved by their responsible chairpersons and those by non-major student must be approved by the MSME Dean only.)

# **MODIFICATION OF ENROLLMENT**

## **Adding a Course**

Students can add subjects they wish to study during the "add period." Normally it is the first two weeks of every semester.

1. Students not on probation can add subjects as long as the total amount of credits does not exceed their permitted level (18 – 21 credits).
2. Students on probation are allowed to enroll no more than 12 credits in the normal semester and only 3 credits in the summer session.
3. Adding requests of non-major students must be approved by the MSME Dean only. For major students, their petitions will be approved by their responsible chairpersons.

## **Deleting a Course**

Removing any enrolled courses before the payment period can be made without any penalties. Removing any enrolled courses during the adding period will be refunded only 50% of the paid tuition fee. There will be no refund if removing any enrolled courses occurs after the adding period.

## **Changing Courses/Sections**

To ensure availability of seats for students enrolled in a particular section, and also to help students develop self-discipline, changing the enrolled courses or sections requires the consent of the concerned chairperson and the completion of a proper dropping or adding procedure at the Office of Registrar. Such processes ensure the validity of students' reasons, and the availability of seats and the inclusion of students in the



requested new sections if changing courses or sections is permitted. **Course lecturers or academic advisors are NOT authorized to allow students to change their sections.**

## **EXAMINATION ISSUES**

### **Time Conflict Examinations**

Time Conflict exams will be allowed automatically by the Office of Registrar if the students are **graduating** in that semester. Time conflict exam requests with valid reasons will be considered and **approved by the MSME Dean** only.

Students must submit petitions for time conflict exams during the first **15 days** of a semester after the instruction begins.

### **Late Examinations**

Students who were absent from examinations may request for a “late examination” from the University’s “Late-Examination Committee” by submitting their petitions and other required documents stipulated in the petition form at the Office of Registrar within 3 days after the date of the examination they have missed.

The consideration criteria of the late examination consist of:

- The nature and seriousness of the student’s illness.
- Death of the student’s akin.
- The nature and seriousness of accident in which the student has involved.

Irrespective of reasons in missing the examination, the petition/request will not be considered if the attendance record in the concerned subject indicates the student’s failure to meet the 80% minimum class attendance requirement.

Students who receive the permission to take late examinations are required to pay the “late-examination fee” of no more than 2,000 THB at the Office of Financial Affairs and appear for the exams on the specified dates.

Regardless of reasons, students who miss the “late examination” will not be allowed to request another “late examination.”

## **WITHDRAWING AN ENROLLED COURSE**

One can decide to withdraw from an enrolled course as he or she sees fit. The withdrawal must be done at the Office of Registrar or through the online services system. The last date to withdraw courses is specified on the academic calendar.

Students will receive grade W for courses that have been successfully withdrawn. Withdrawal does not affect the GPA but it will appear on both the unofficial and official transcripts.

# TRANSFER OF CREDITS

## Credits Earned from a Different University

Transfer of credits from other institutions are subject to the consideration of the MSME Dean and the concerned chairperson(s).

**The School has ceased transfer of credits pertaining to business courses/subjects if they have been earned at a non-AACSB accredited school.** Some exceptions, with the approval of the MSME Dean, may apply on a case-by-case basis.

One who wishes to transfer credits must submit the petition for transfer of credits along with the official transcript to the MSME Office, either at MSM202, Suvarnabhumi Campus or D Building 6th floor, Hua Mak Campus.

## Credits Earned from a Different School within the University

Students who are not currently on probation may apply for transfer of credits to a different school/faculty within the University. Students must submit petitions together with their unofficial transcripts to the recipient school for approval.

- A petition must be approved by both the Dean of the current school and the Dean of the new school.
- A fee of 2,000 baths will apply to “Change of Faculty” requests.
- Not all credits earned are eligible for transfer.

## Credits Earned from a Different Program within MSME

Students who wish to change their programs of study must submit petitions together with unofficial transcripts at MSME Office, either at MSM202, Suvarnabhumi Campus or D Building 6th floor, Hua Mak Campus.

- Change of major requests must be approved by both the chairperson of the current program and the chairperson of the new program.
- The request of changing programs as well as the amount of transferable credits will be evaluated on a case-by-case basis. Final results will be announced one week after filing a petition.
- Not all credits earned are eligible for transfer.

## Change of Selected Study Plan within the Same Program

Students who wish to change their study plans (Plan A, Plan B, Plan C or Minor concentrations) within their major must submit a petition for change of study plan at the MSME Office, either at MSM202, Suvarnabhumi Campus or D Building 6th floor, Hua Mak Campus.

- The “change of study plan” requests will be approved by the chairperson of the program.
- Students can check the result one week after filing a petition.
- Change of study plans may result in deduction of earned credits.

# ACADEMIC ADVISING

## ADVISING SYSTEM

### Objectives

- To provide guidance and direction for students with the purpose of leading them to timely graduation
- To help students prepare their study plans of the coming semester according to their curriculum
- To enhance the relationships between students and their advisors

### Schedule

MSME Academic Advising is organized once a semester as the schedule below:

Semester 1/20XX	
Appointment Period	Last 2 week of October
Academic Advising Period	November
Semester 2/20XX	
Appointment Period	Last 2 week of April
Academic Advising Period	May

### Responsibilities of Advisees

To complete the advising process, students should take the following steps:

1. Check the advisor's name by log in <http://advising.au.edu> and click "MSME Academic Advising."
2. Contact and make an appointment with the advisor for his or her advising schedule during the appointment period.
3. Prepare the documents (unofficial transcript and study plan).
4. Meet the advisor as scheduled during the MSME Academic Advising Period.
5. Get ready for the pre-registration period as scheduled by Office of the Registrar.

## **Policy for Changing the Advisor**

Students are allowed to change their advisors. A petition must be filled with acceptable reasons. Submit the petition to the Director of the MSME Academic Advising Center at MSM 204, Suvarnabhumi Campus. The approval will be effective in the next academic advising period.

# TUITION FEES, FINANCIAL AIDS AND SCHOLARSHIPS

## TUITION FEES

### B.B.A. Programs

The tuition fees of all MSME undergraduate BBA programs are identical. Please see the following table for details. Please notice that some of the free elective courses offered by other schools in Assumption University may have different rates of tuition and fees.

Estimated Tuition and Fees for MSME Undergraduate Students (in THB):

Admission	1 <sup>st</sup> year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year	<b>Total</b>
31,185	127,700	125,250	115,700	109,650	<b>509,485</b>

*Remark:*

1. Variations in Tuitions among different years are caused by non-credit courses and lab fees.
2. Estimation bases on official study plans and excludes summer sessions.
3. The actual cost of each year will vary if students change study plans.
4. International students may need to pay additional fees for insurance, visa, and other services.
5. Tuition & Fees subject to change without prior notice.
6. More details of tuition and fees can be found [here](#).

### B.Econ. Program

The estimated tuition and fees for the B.Econ. program are similar to those of the BBA programs.

### Master of Science in Finance and Economics

Estimated Tuition Fees for MSFE Students (in THB):

Admission	1 <sup>st</sup> year	2 <sup>nd</sup> Year	<b>Total</b>
31,185	167,000	129,200	<b>327,385</b>

*Remark:*

1. International students may need to pay additional fees for insurance, visa and other services.
2. Tuition & Fees subject to change without prior notice.
3. More details can be found [here](#).

## Master of Science in Supply Chain Management

Admission	1 <sup>st</sup> year	2 <sup>nd</sup> Year	<b>Total</b>
31,185	117,050	116,550	<b>258,400</b>

*Remark:*

1. International students may need to pay additional fees for insurance, visa and other services.
2. Tuition & Fees subject to change without prior notice.
3. More details can be found [here](#).

## Ph.D. in Business Administration

Admission	1 <sup>st</sup> year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year	<b>Total</b>
31,185	287,800	219,600	188,800	139,600	<b>866,985</b>

*Remark:*

1. International students may need to pay additional fees for insurance, visa and other services.
2. Tuition & Fees subject to change without prior notice.
3. More details can be found [here](#).

## PAYMENT

### Payment Periods and Payment Methods

The payment for enrolled courses can be made during specific payment periods only. The payment periods are normally 2 – 4 weeks before the semester starts.

Payments can be made in cash by visiting the Office or Registrar during the payment periods, or it is recommended that the payment be made online by visiting [here](#) during the payment periods.

Fail to make payments within the payment periods will result in deletion of all pre-registered courses.

### Late Payment Penalties

Students who miss the pre-registration or fail to make payment during the payment period will be allowed to re-enroll and make payment during the first two weeks of the semester.

A late payment fee of 2,000 THB will be applied.

## Scholarships

### Academic Merit Scholarships

Current undergraduate students will be automatically qualified for the Academic Merit Scholarship if they fulfill the following criteria:

- Completed 50 credits or more;
- Attained a cumulative GPA of 3.85 or more in any regular semesters with completion of more than 15 credits;

- Holds a general good standing with the University;
- Enroll in and attend the classes for the regular semester that sequentially follows the merit semester;
- The students are not recipients of scholarships (see below) from within the University or other institutions/organizations;
- Grades obtained from all Aeronautic Engineering specialist subjects and exempted English courses by TOEFL/IELTS will not be counted.

### **Other Scholarships**

Assumption University and other enthusiastic organizations around the globe also have been providing various types of scholarship to our current students. Most of the scholarships has its own criteria and procedures. For the details regarding scholarships and how to apply, please visit the University Registrar website [here](#).

# GRADES AND GRADING POLICIES

## GRADING SYSTEM, GRADE POINTS AND GPA

### Grading System

Letter grades are used by Assumption University to show the academic standings of all students. Each letter grade will be converted into a numerical value and later on used to represent the overall performance of the students.

The meaning and respected grade points of each letter grade are list below:

<u>Letter</u>	<u>Meaning</u>	<u>Grade Points Value</u>
A	Excellent	4.00
A-	Almost Excellent	3.75
B+	Very Good	3.25
B	Good	3.00
B-	Fairly Good	2.75
C+	Fair	2.25
C	Satisfactory	2.00
C-	Minimum Satisfactory	1.75
D	Poor	1.00
F	Failure	0.00
R	Repeated	Not Counted
S	Satisfactory	Not Counted
U	Unsatisfactory	Not Counted
W	Withdrawal with Permission	Not Counted
WF	Withdrawal with F	0.00
I	Incomplete	Not Counted
WP	Working in Process	Not Counted
TR	Transferred Credits	Not Counted
NR	No Record	Not Counted
AUD	Audit and Non-credit	Not Counted

Remark:

- Minimum passing grade for non-major courses is “D”
- Minimum passing grade for major courses is “C”
- Minimum passing grade for graduate program courses is “B”
- Passing grade for non-credit courses is “S”
- Students who receive the grade “I” should contact the concerned course lecturer or program chairperson for clarification.



## Grade Points Average (GPA)

GPA is the weighted average of the grade points over credits completed, it is often used as the key performance indicator to measure students' academic performance. Obtaining a high GPA will make students eligible for various awards, honors<sup>1</sup> and scholarships<sup>2</sup>; a low GPA may also result in various penalties<sup>3</sup> during registration and graduation.

### Grades for English Courses and TOEFL/IELTS Results

Students can be exempted from English Courses with TOEFL/IELTS Test Results.

The equivalent marks for admission to appropriate grades in English I-IV are as follows:

COURSE	TOEFL (iBT)	TOEFL (P)	IELTS	GRADE
ENGLISH I	60	500	5.0	C
ENGLISH I	70	525	5.5	A
ENGLISH II	70	525	5.5	C
ENGLISH II	80	550	6.0	A
ENGLISH III	80	550	6.0	C
ENGLISH III	90	575	6.5	A
ENGLISH IV	90	575	6.5	C
ENGLISH IV	100	600	7.0	A

Remark:

- Students must still enroll in and pay for the English course eligible for exemption.
- Submit official test scores before the final examination starts.  
\* In case students submit the test score during the semester, they must continue to attend classes until official exemption is guaranteed.  
\*\* The same procedure has to be repeated until all English courses are completed.
- TOEFL scores must be sent directly to Assumption University from the Test Centers. (TOEFL-DI code: 0706)
- Assumption University will only accept IELTS scores from one IELTS Test Center: ABAC Study Abroad Center.
- Only Academic Module IELTS test scores will be accepted for exemption.
- The university will not consider request for grade change for any previous English courses that the students completed before.
- The grades for exempted English subjects will be released along with the semester results, and only counts in GPA afterwards.
- Students exempted from English course(s) on the above basis are entitled to take an additional subject towards their semester course load.

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<sup>1</sup> See Graduation, Honors and Awards Section for more details.

<sup>2</sup> See Tuition Fees, Financial Aids and Scholarships Section for more details.

<sup>3</sup> See Registration Section for more details.

# GRADES ANNOUNCEMENT

The grade of enrolled courses will be announced in an organized schedule by the Office of Registrar. All grades will be announced within one month after the final examinations conclude.

Students shall not contact any lecturers or chairpersons for requesting the grades before the official announcement. Please also note that the grades promised by lecturers are not final and are still subject to changes at the discretions of chairpersons, Deans or the Office of Registrar.

## Appeal for Grades

If the students shall feel that the announced grade does not fit their expectation and suspects that there are errors or inaccuracies during the procedure of marking and grading, they may appeal for the grades within one month of the grade announcement.

Procedure for appealing grades:

1. The instructor has a duty to explain the mistakes each student makes in both the midterm and the final examinations.
2. If the lecturer does not return the midterm examination answer papers to the students, the lecturer must allow the students to meet with the lecturer to find out what mistakes they made so that they can improve for the next evaluation.
3. Should a student question the correctness of grading in his/her answer scripts and the aptness of marks he/she receives in the examination, the student can petition to see his/her answer paper from the Office of the Registrar. The student must first request permission to do so from his or her instructor or from the department chairperson. The answer paper can only be reviewed by the student in the presence of an officer of the Registrar. If the student would like to know of his or her mistakes, the student must ask for approval to photocopy the answer script and discuss this with the instructor concerned and/or the department chairperson.
4. Students are allowed to submit petition to review their grade within 30 days after grade released, later than this the school will not consider for students' grade appeal.
5. Student who failed any courses must retake the course; grade changed can be done only when there was a mistake made by the instructor.
6. There will be no re-examination under all circumstances.

# **OBTAINING TRANSCRIPTS AND OFFICIAL LETTERS**

Transcripts and Official Letters can be requested directly at Office of Registrar with a fee. University or MSME recommendation letters are also issued through the Office of Registrar, though students may contact MSME faculty members directly for personal recommendation letters<sup>4</sup>.

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<sup>4</sup> The personal recommendation letters normally do NOT bear University or School crest and logo.

# GRADUATION

## Graduation Check

All MSME undergraduate students must complete at least 144 credits (142 for Business Economics Program) and obtained passing grade for all the required courses<sup>5</sup>.

The Office of Registrar regularly monitors the graduation status of students. Students who is graduating (at the final semester of study) shall see their names listed by the Office of Registrar in the beginning of each semester. You can also check your graduation process by contact the Office of Registrar personally.

Once the students have fulfilled the graduation requirements, an official letter indicating the graduation status as well as the date of graduation will be issued upon request.

## Register for Graduation

After confirmation on graduation from the Office of Registrar, the students must register for graduation and pay the related fee<sup>6</sup>. The registration can be done in person by visiting the Office of Registrar in either campus, or online [here](#).

## Commencement and Certificates

Commencements will be held twice per academic yea, usually in the second/third month of each regular semester. Students who wish to join the commencement must notify the university during the registration for graduation. There will be two rehearsals before the commencement, usually start two weeks before the commencement; the rehearsals are compulsory for those who will appear on the commencement, missing the rehearsals will result in denial to enter on the commencement day.

Students who join the commencement will receive their Degree Certificate during the commencement; students who miss or choose not to attend the commencement can request their Degree Certificate from Office of Registrar one day after the commencement.

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<sup>5</sup> Please see the University Bulletin or MSME Official Website for lists of all required courses.

<sup>6</sup> The fees for graduation varies according to students' choices of activities to attend.

# HONORS AND AWARDS

The University, wishing to provide recognition to exceptional students, has established an Honors System. Undergraduate students are given awards for achievement measurable in grades beginning with semester grades and ending with cumulative grades until graduation.

## Special Honors and Awards

Students are given distinctions for their performance for a semester or academic year as listed below:

- University Council Certificate of Honors                      GPA 4.00 in any academic year
- President's Certificate of Honors                                      GPA 3.50 - 3.99 in any academic year
- Academic List of Honors    GPA 3.25 or higher in any semester

Remark: minimum of 15 credits in each semester is required except for the graduating semester. And all grades in the eligible periods must be "C" or higher.

## Graduation with Honor

Undergraduate students maintaining a high scholastic average (overall GPA) are eligible for graduation with the following Honors:

- Summa Cum Laude (Graduation with Highest Honor)                      GPA 3.80 – 4.00
- Magna Cum Laude (Graduation with Great Honor)                      GPA 3.50 – 3.79
- Cum Laude (Graduation with Honor)                                      GPA 3.25 – 3.49

Remark: In order to be eligible for Graduation with Honor, the student must also qualify ALL of the followings:

- Have fulfilled all the requirements for graduation within 4 years (5 years for Architecture).
- Have not been placed on probation in any condition.
- Have not received a grade lower than "C" for any credit courses and/or "U" for any non-credit courses.
- Transfer students must have taken all the third and fourth year courses (or a minimum of 72 credits) at Assumption University.

## Award of Academic Excellence

Students who have graduated with a cumulative GPA of 3.25 or higher, regardless of a grade lower than "C" or "U" for non-credit courses, or those who completed all requirements within 5 years of study for all 4-year undergraduate programs; and within 6 years for the Architecture Program, are entitled to obtain an Award of Academic Excellence.

# **POLICIES AND PROCEDURES PERTAINING TO PH.D. PROGRAM**

## **ADMISSION REQUIREMENTS**

1. A Master's Degree in a related field (i.e. MBA, MM) from an accredited institution with a minimum Cumulative Grade Point Average of 3.25 on a scale of 4.00 or equivalent. Applicants with a Master's Degree in other fields must take and pass all induction courses required and specified by the Program Director.
2. A minimum paper-based TOEFL score of 580, or computer-based TOEFL score of 237 or an IELTS (Academic) score of at least 6.5. The score reports are valid for two years. Students who do not provide either a TOEFL or IELTS score, or obtained a mark less than the required, will have to sit for an equivalent Test of English before the interview. This requirement is waived for students who have graduated from a Masters Program in which the medium of instruction is in English or have graduated from a recognized university abroad.
3. A GMAT score of 580 or higher with a 2-year validity. Students who do not provide a GMAT score, or who have obtained a mark less than what is required, will have to sit for an equivalent Management Admission Test before the interview.
4. Two acceptable letters of recommendation from individuals qualified to comment on the applicant's potential for academic success in the doctoral program.
5. A Research Proposal.
6. A Statement of Purpose indicating why the applicant wants to pursue the Doctoral Degree.

## **INDUCTION COURSE**

The Induction component (starts early July) provides a short introduction to the academic and research environment, at the outset of the PhD Program. All students are required to attend this induction workshop provided for this program after their enrolment as PhD students. In this workshop, a holistic approach is employed toward preparing students for the skills and challenges they will encounter in the PhD program. Lecturers representing the various areas in business discuss critical issues and developments within their own fields of expertise. The one-month Induction offers students the following benefits:

- An opportunity to familiarize themselves with the requirements of the program

- A review of key concepts in the major business areas
- The opportunity to reflect on their aims and objectives, and how to get the most out of their time working on their PhD. It will also be an excellent opportunity to build their network and meet other PhD students.
- Develop good time management skills
- Ability to seek mentoring from senior students in the program who can provide emotional support and encouragement.

## **WORKSHOPS**

Each semester, the School offers workshops. To distinguish these from required seminar courses, they are referred to in this handbook as workshop. Workshops are organized for various streams, Marketing, Management, and Finance. Visiting and guest lecturers are invited as resource persons for such workshops. All PhD students are required to attend workshops organized by the School.

### **Research Workshop**

After a student has completed the first two years of course work and has passed both rounds of the Qualifying Examination, he/she is required to attend a workshop on Research Methods. This workshop will cover a period of 30 hours and is intended to serve as a refresher for students who are in the process of writing up research proposals.

### **Academic Writing Workshop (Foreign Language)**

The Academic Writing workshop is a required course organized in the same period as the Research Workshop. The Writing workshop (30 hours) is designed to help students improve their ability to write academic English. All Ph.D. students must take the Academic Writing Seminar at least once. Students who wish to take it more than once may obtain permission from the Program Director.

## **TEACHING/RESEARCH ASSISTANT**

Although this is not a requirement, students are encouraged to become involved in the undergraduate teaching activities of the Faculty because this is the best way to prepare for a teaching position. Teaching a course also helps to consolidate knowledge in the field. To obtain a teaching slot, the student should approach the Dean of the faculty who will then refer him/her to a department chairperson. An effort is made to match the course assigned to the background and preferences of the doctoral students, although this is not always possible. In lieu of teaching, a student can also opt for Research Assistant positions in the Faculty.

# EVALUATION AND GRADUATION

## Grading System

Letter grades are used to show the academic standing of all students with the following meanings and values.

<u>GRADE</u>	<u>MEANING</u>	<u>POINT VALUE</u>
A	Excellent	4.00
A-	Almost Excellent	3.75
B+	Very Good	3.25
B	Good	3.00
B-	Fairly Good	2.75
C+	Fair	2.25
C	Satisfactory	2.00
C-	Minimum Satisfactory	1.75
D	Poor	1.00
F	Failure	0.00
R	Course repeated later	-
S	Satisfactory	-
U	Unsatisfactory	-
W	Withdrawal with Permission	-
WF	Withdrawal with F	0
	Withdrawal from course after time limit	
AUD	Audit and non-credit	-
I	Incomplete, used in case a student fails to complete his/her assignment within the time limit or is absent from the examination with approval from the University due to exceptional reasons.	
WP/IP	Work in progress	
NR	No Report	
TR	Transfer Credits	

## Evaluation

Evaluation of student's performance in each course is based on:

- Quizzes, final examination and/or
- Assignments, reports, projects and/or
- Discussion and presentation



## **Minimum Grade Requirements**

The student must maintain his/her average GPA of more than 3.00. Otherwise he/she will be put on probation for one semester. The student will be expelled from the program if he/she fails to improve his/her GPA during the probation period.

The student obtaining a grade of lower than "B" must repeat the course with the original grade shown on the transcript.

The student's status will be terminated once he/she obtains a "C" grade from two or more Major Elective Courses and/or at least one Major Required Course with a grade lower than "C".

## **REGISTRATION**

All PhD students must register using the registration form provided by the GSM Office every semester, from initial registration until their degree has been awarded. A PhD student maintains his/her enrollment each semester by either registering for course/dissertation credits or by registering for Maintaining Status and paying the required fee. Information on courses and registration dates will be provided by our staff to all students. The usual time for registering for the first semester is in August and for the second semester is January.

## **EDUCATION MANAGEMENT SYSTEM**

### **Hours and Credit Values**

Each academic year consists of two semesters. The teaching and learning process of each semester takes 15 weeks with the following credit values

- Theoretical course: 15 hours of lecture / discussion carries the value of 1 credit.
- Dissertation: 45 hours of research carries the value of 1 credit.

### **Dissertation**

A student writing a doctoral dissertation must register for dissertation (DST 9901-9905) credits. The program requires a minimum of six (6) dissertation credits registered each semester after the student has passed both rounds of the Qualifying Examination and has obtained candidacy.

### **Maximum Course/Credit Load**

A PhD student may register for up to nine (9) credits each semester. Any student who wishes to register for an additional course (maximum of 15 credits) must secure the endorsement of the Program Director.

### **Time Extensions**

A PhD student may be granted additional time to complete his/her degree program by the Dean provided the Program Director makes such a recommendation and provided satisfactory and reasonable progress is being made. Requests for extensions require a

letter addressed to the Dean from the student stating the reason(s) for extension and a form signed by advisor notifying student's progress. The Program Director will process the request through the Office of Graduate Studies and the VP of Academic Affairs. Please note that students are not entitled to extensions if there has been no progress on the dissertation.

## Leave of Absence

**Personal Leave of Absence.** A student must formally request a leave of absence by making a written request to the Program Director who, in turn, provides justification for the request to the Dean. The final decision for leave of absence rests with the Dean. PhD students on a leave of absence must maintain status by registering via the Maintenance Status form and paying the required fee every semester during their leave.

**Health Leave of Absence.** When a student's physical health or mental health precludes successful completion of his/her academic course work, the student may receive a health leave of absence from the University, upon recommendation by the appropriate physician certificate. During the period of a health leave of absence, the student must maintain his/her status by registering for Maintenance of Status and paying the required fee.

## Withdrawal/Dismissal

**Voluntary Withdrawal.** PhD students voluntarily withdrawing from the University must send a letter to the Dean, via the Program Director, indicating the reasons for the request. The Program Director must endorse the request and maintain a copy of such withdrawal in the student's file.

**Academic Dismissal.** A PhD student who in any two semesters, consecutive or otherwise, has semester averages of below 3.0 is subject to academic dismissal upon recommendation of the Program Director and approval by the Dean.

It is understood from the PhD Bulletin that a doctoral student who fails one course (less than grade "B") is not in good standing, and thus can be required to withdraw from the Program. *It would be unlikely that a single such failure, in the context of an otherwise good record, would be used as a reason to require a student to leave the program. The Academic Committee will evaluate the matter and make the final decision on the status of the student.*

**Unsatisfactory or Unreasonable Progress.** PhD students who are not making satisfactory or reasonable progress toward the completion of their degree program over a period of 8 years are subject to termination. Upon the recommendation of the Advisor and the Program Director and the approval of the Dean, students will be notified of any formal termination by the School.

## Expected Graduation Time

The PhD Program duration is 4 years and is the normal period within which all degree requirements must be completed. A student may be granted additional time (as specified in 1.8.3) to complete his/her degree program by the Dean provided the Program Director makes such a recommendation and provided satisfactory and reasonable progress is being made.

## **Graduation Requirements**

1. Obtain the minimum prescribed 72 credit hours
2. Complete all course work required of the program with the minimum of 36 credit hours.
3. Achieve a minimum cumulative grade point average of 3.00.
4. Pass an examination on one foreign language.
5. Pass the Qualifying Examinations after completion of all coursework.
6. Defend and pass the oral exam on dissertation, and submit the completed and bound dissertation to the Graduate School.
7. Have the dissertation published or obtain an acceptance for publication in a recognized academic journal or academic publication with peer review.
8. Maintain proper conduct worthy of being a degree holder.
9. Settle all financial obligations to the University.

## **Qualifying Examinations**

The Qualifying Exam is conceived as a scholarly exercise, completed in the beginning of the student's third year (end of second year) that accomplishes the primary goal of qualifying a student for independent research and scholarship required to conduct a doctoral dissertation. The qualifying examination should further the student's work leading to a successful dissertation, while allowing for a fair assessment of the student's knowledge in the broad area of research interest, as well as his or her scholarly, methodological, conceptual and writing abilities.

Each student is required to pass a written qualifying examination after completion of course work (36 credits) over the major and minor areas. The written qualifying examination will consist of two, four-hour exams. The qualifying examination for the Core courses will be scheduled twice a year, in June (first round) and September (second round). The QE for Major courses are usually held in July (first round) and October (second round). Students should declare their intention to take the qualifying exam as soon as they feel they are ready (a form stating such intention is provided by the Office of the School).

The exam consists of two parts:

- Round I - Round I of the exam is a four-hour, closed book exam. Students should be prepared to answer questions related to their coursework in four core courses of study: (a) micro and macro economics, (b) quantitative analysis, (c) applied behavioral science, and (d) business research methods.
- Round II - Round II of the exam is designed as a four-hour, closed book exam. Questions in this section of the exam will focus on the major subjects in the area of specialization.

Questions in Round I and II are designed to cover the major themes in the student's coursework. They will be designed to test the student's knowledge of theory as well as application to contemporary problems in business. These questions will have multiple

parts, hence it is critical that students answer comprehensively each part of the question. Good time management is essential.

Faculty members determine the content of, and evaluate student performance on the qualifying exam. The faculty members set questions that reflect relevant material.

The Academic Committee will evaluate the question papers in each core and major subject area; the Committee will also determine the pass/fail decision for each student. The results of the written qualifying examination will be reported to the students no later than one month from the date of the examination. The School will notify the student of the results of the qualifying exam in writing.

Because the marks for the four subjects in each round are averaged to determine a pass/fail grade, students failing any round of the exam are required to take all four subjects in that round in the subsequent schedule for examination. In no event is a student required to wait more than a year to re-take the exam. A second failure results in dismissal from the program.

Grading: Grades used for these examinations are:

Round I and II:	P+	= Pass with Distinction
	S	= Satisfactory
	U	= Unsatisfactory

## **Ph.D. Candidacy**

The student is admitted to candidacy when all course work other than the proposal and dissertation research has been completed and the written qualifying examinations have been passed. Each student must present and defend a Ph.D. dissertation proposal no more than three semesters after passing the qualifying exam. The proposal defense will be conducted by the student's Dissertation Committee and will be open to all PhD students. The second failed defense of a dissertation proposal will result in termination of the student from the program.

## **Forms for Administrative Matters**

Students should be aware that various forms need to be filled out for Registration, Extension, Requests for refund, etc. The usual time for processing these forms is one week. Students should not demand that the forms they are submitting be signed immediately by Dean or Director of the Program.

# **ACADEMIC, RESEARCH AND TEACHING SUPPORT**

## **Dissertation Requirements**

The dissertation is a partial fulfillment of the requirement for the Doctor of Philosophy in Business Administration degree conferred by Assumption University. In general, a dissertation involves formulating an original idea or area of inquiry which is either quantitative (e.g. typically involves either an empirically based, provable hypotheses) or is qualitative (e.g., includes explorative outcomes, along with data collection and analysis). It is expected that a dissertation contributes one or more of the following for it to be deemed acceptable: a new perspective, a new application, uncover new implications or

make fact-based predictions. The central part of the dissertation proceeds to methodically substantiate a researcher's position. It must contain a significant contribution to a field. The dissertation must be the student's original work and should be based on factual data, which may be quantitatively or qualitatively derived and verifiable.

## **Advising**

One of the most important influences on a doctoral student's quality of dissertation is his or her choice of an advisor. This can be done in two ways. In the first, an advisor may be appointed by the Program Director after an initial discussion with a student on the topic of research. In the second, students are welcome and even encouraged to select their own advisor from the list available at the Office of Graduate Studies. Students generally select an advisor who shares at least one of the following: substantive interests, methodological approach, and general orientation to the subject matter. The Academic Committee may approve of a co-advisor in cases in which the complexity of the studied field requires so, or the main advisor becomes absent for a substantial time.

### **Changing Advisors/Co-advisor**

When a faculty member undertakes to accept a doctoral candidate as an advisee, it is assumed that this support will continue for two or three years, as long as the student is in good standing, making consistent progress and doing research of acceptable quality. Occasionally, a student or an advisor may discover that they cannot work together for personal or academic reasons. A candidate may therefore request in writing a change of his/her advisor or co-advisor (substantiating such a request), and the Program Director is required to address the request within 15 days. Under special circumstances, the Academic Committee can also propose a change in a student's advisor and/or co-advisor.

### **Role of Advisor**

It is the responsibility of the advisor and the co-advisor (if any) to maintain a professional relationship at all times with the candidate, and:

- to give guidance about the nature of research and standards expected, about the choice of research topic, about the planning of the research program and about relevant literature and resources;
- to establish in written form a specific research schedule;
- to establish in written form a timetable for frequent regular personal meetings with the student (e.g. once a fortnight);
- to give detailed advice in order to ensure that the whole research project and dissertation writing is completed within the scheduled time;
- to regularly request pieces of written work and/or research results and return such work (including drafts) with constructive criticism within a reasonable time;
- to inform the candidate about the satisfactory or unsatisfactory progress of his/her work;
- to fulfill any other duties set out by Doctoral Program's regulations and guidelines.

## **Responsibilities of a Doctoral Candidate**

Once promoted to the rank of Doctoral Candidate, a student's responsibilities will be as follows:

- ensuring that original data and any other original research results are stored properly and made available if necessary;
- initiating discussions with the advisor on the type of guidance and comments considered helpful, and agreeing to a schedule of meetings which will ensure regular contact;
- documenting the progress of the work/research as agreed with the advisor.
- preparing the dissertation for examination according to the schedule agreed upon with the advisor and Program Director;
- fulfilling the required teaching obligations;
- fulfilling any other obligations prescribed by the Doctoral Program's regulations and guidelines

## **Research Forums**

Two Research Forums are organized each year, in March and November. Two faculty members and the student's advisor make up the members of the panel. At such meetings, students normally give a short oral presentation of the current stage of their dissertation research and seek constructive feedback. All students who have passed the two rounds of the Qualifying Examination and who have registered for dissertation credits should present their work at the forums. This may be in third year when the student is preparing to write the literature review for the proposal, in subsequent semesters when data is being collected, or when data have been analyzed and interpreted. Students in their first and second years, who have not yet started their dissertations, are invited to listen to their peers' presentations.

## **Progress Report**

Based on the panel's feedback in the research forums and the advisor's own assessment, a progress report will be submitted by the student's advisor each semester to the Office of Graduate Studies (see Progress Report Form in Appendix). The advisor will assign a "S" (satisfactory) or "U" (unsatisfactory) grade in each progress report, which will also appear in the student's transcript. Feedback concerning the evaluation will be documented and provided to the student. Two successive "U" grades will result in a written warning from the Program Director.

## **Dissertation**

Guidelines for writing the dissertation are in the handbook prepared for students, a copy of which can be obtained on registering for the dissertation. In some cases, the dissertation will be written in the traditional format, following the guidelines in the handbook. In other cases, some modification in the style and chapters may be acceptable provided these are discussed and approved by the advisor and Program Director.

## **Dissertation Examination Committee**

The dissertation examining committee (at the proposal stage) is composed of the following members: Advisor, Co-advisor (if any) and two faculty members. The composition of the committee for the final defense will be as follows: Ministry of Education representative, Advisor and Co-advisor (if any) and two faculty members. The Program Director is present at all proposal and final defense examinations and is usually the Chair of the Committee.

## **Dissertation Final Defense Process**

The Final Defense normally consists of a public presentation and defense of the student's dissertation research. Its purpose is to subject the research to scrutiny by a community of scholars as a final evaluation before awarding the degree. Before the defense can take place, the Program Director and Adviser must agree that the dissertation is in substantially completed form. The Adviser is required to sign on the cover page of a submitted proposal or final dissertation. The defense date should be announced at least two weeks in advance.

A typical agenda for a Ph.D. defense is as follows:

- Welcome address by Program Director who then passes over the meeting to the Chair of the Examination Committee ( in case there is a Chair)
- Presentation by the Candidate (about 30-35 minutes) emphasizing the original contributions claimed by the candidate.
- Questions from the Examination Committee Members (1-1.5 hours)
- Committee requests Candidate and observers to leave the room to make and record its final decision
- Committee invites Advisor/Co-Advisor to give comments on modifications required
- Committee invites Candidate to return to discuss the final decision and discuss what actions should come next.

The chair of the examination will moderate the question period so that the time allocation per member is adequate. The presentation plus questions is generally approximately two hours. Members of the examining committee (including the advisor) must refrain from questions and comments during the presentation.

## **Evaluation of Results**

The decision on grading the dissertation is based on the majority voting principle. The examination committee deliberates as to the following recommendations:

- a. candidate be awarded the degree without further modification in the dissertation;
- b. candidate be awarded the degree subject to modifications in the dissertation to Advisor/Program Director/Examining Committee's satisfaction
- c. candidate not yet be awarded the degree but permitted to re-submit the dissertation in a revised form
- d. candidate not be awarded the degree and needs to reapply.

To satisfy the degree requirements, the dissertation must make a significant and original contribution to the knowledge and understanding of the subject and must demonstrate the capacity of the candidate to carry out independent quality research. Each member of the Examining Committee is asked to indicate in writing whether:

- a. the dissertation makes a significant contribution to the knowledge and to the understanding of the subject with which it deals;
- b. the dissertation demonstrates the candidates' capacity to carry out quality independent research;
- c. knowledge in the specific subject is demonstrated;
- a. the format and literary presentation is satisfactory.

The Final Defense is rarely failed, but when it is failed, the failure is most often due to either the dissertation contents that do not present the results and claims of the research or the presentation. How the student handles questions of the committee is also an important factor in determining the overall performance on this exam.

The chair of the examination committee informs the candidate of the verdict. A student who fails the final oral defense may be allowed a second opportunity if the examination committee recommends it. Failure of the second examination will result in dismissal from the program.

### **Publication Requirement**

Prior to graduation, each Ph.D. student must publish (or have accepted for publication) results of the research leading to the dissertation. The paper must be published in a peer-reviewed business journal. Please note that conference proceedings alone are insufficient to fulfil the publication requirement for graduation.

### **Dissertation Submission**

All modifications based on examination committee members' evaluations have to be completed within six months of the original examination date. The dissertation must be checked before submission for spelling, grammar, etc. It is very important to ensure that all copies of the dissertation have been photocopied correctly. A form stating that the dissertation has been proof-read has to be signed by the proof reader and attached as the last page on the dissertation. Once dissertations have been submitted to Office of Graduate Studies, changes cannot be made to it during the examination process. For detailed information on formatting, binding, and final submission, refer to the Dissertation Handbook.

### **Code of Conduct**

See the above Code of Conduct for the following issues.

- Moral Conduct
- Assignment Submission Policies
- Examination Policies
- Academic Honesty and Plagiarism



## **Other Relevant Policies, Rules and Deadlines**

Other relevant policies, rules and deadlines pertaining to the Ph.D. program can be accessed requested via the MSME Office at D Building 6th floor, Hua Mak Campus.