



DOUBLE DEGREE · MASTER PROGRAMS

MBA + M.Sc.

Master of Business Administration at AU ·
M.Sc. in Marketing of Innovative
Technologies at Toulouse



toulouse school of management

Two master's degrees in one program: an MBA
earned at Assumption University in Bangkok and an
M.Sc. in Marketing of Innovative Technologies earned
at the University of Toulouse 1 Capitole in France.

[APPLY NOW →](#)

DEGREE
MBA + M.Sc.

DURATION*
2 Years

STRUCTURE
6 Trimesters

SCHEDULE
**Weekday /
Weekend**

INTAKES
**Jan · May ·
Sep**

* The duration of a study program is the standard expected time frame for a student to complete all academic requirements, such as coursework, credits, or research, to earn a specific degree.

About the Program

The Double Degree Master Program awards two graduate degrees: the Master of Business Administration from Assumption University and the M.Sc. in Marketing of Innovative Technologies from the University of Toulouse 1 Capitole. Students study full-time or part-time at ABAC in Thailand and then full-time at Toulouse in France.

The MBA runs across six trimesters. The first three trimesters are taught at AU in Thailand and cover the management core — accounting, economics, research, finance, and marketing. Trimesters 4 and 5 are taught at Toulouse University in France and cover consumer behavior, innovation management, and sustainable marketing, followed by a six-month company internship and the master thesis. The program closes at AU with a written and oral comprehensive examination.

AFTER THE DOUBLE DEGREE.

Marketing and management professionals for international, technology-driven markets.

■ Product manager

■ eCRM manager

■ Business developer

■ Market research analyst

■ Digital marketing manager

■ Community manager

■ Innovation or marketing consultant

■ International marketing manager

Study Plans

CURRICULUM

Master of Business Administration · Six Trimesters

Trimesters 1–3 and 6 at AU, Thailand; Trimesters 4–5 at Toulouse University, France.



Trimester 1 AU, THAILAND	<i>Upper Intermediate Academic Writing Course</i> <i>Introduction to Management Information System</i> <i>Introduction to Quantitative Analysis</i> <i>Organizational Behavior</i> <i>Managerial Accounting</i>
Trimester 2 AU, THAILAND	<i>Managerial Economics</i> <i>Business Research</i> <i>Financial Management</i> <i>International Business Management</i> <i>International Marketing Management</i>
Trimester 3 AU, THAILAND	<i>Operations Management</i> <i>Marketing Management</i> <i>Strategic Management</i> <i>Digital Marketing* — taught by a Toulouse University professor in September before departure</i> <i>Individual Research in Management</i>
Trimester 4 TOULOUSE, FRANCE	<i>Consumer Behavior in the Digital World</i> <i>Innovation Management</i> <i>CRM & Sustainable Marketing</i> <i>Mission & International Study Tour</i> <i>Comparison Asian / European Culture</i> <i>Professional Development Workshops</i>
Trimester 5 TOULOUSE, FRANCE	<i>Company Internship (6 months anywhere in the world)</i> <i>Master thesis</i>

Estimated Tuition

MBA at AU · 4 installments

INSTALLMENT	MBA @ AU (฿)
1st installment	137,500
2nd installment	137,500
3rd installment	137,500
4th installment	137,500
Total	฿550,000

This fee includes tuition fees for all modules in Thailand and France. The fees are subject to change at the University's discretion and without prior notice. In case of a fail grade obtained in a block teaching course or comprehensive exam, the student should repeat the course or the exam with the registration and university fees at the most recent rates, separately. Applicants with a bachelor's degree in a field other than business may need to enroll for another semester at Toulouse. Students are required to pay separately a 1-year health insurance which costs about €250 in order to cover their stay while in France.

Estimated Living Costs — Accommodation: apartment in a student residence, €280 to €400.

Admission Schedule 2026–2027

	Semester 1 / 2026 (May – August 2026)	Semester 2 / 2026 (September – December 2026)	Semester 3 / 2026 (January – April 2027)
Application deadline	From now – 24 April 2026	From now – 21 August 2026	From now – 23 December 2026
AU English Proficiency Test & interview	Online	Online	Online
Entrance results	To be announced by the faculty	To be announced by the faculty	To be announced by the faculty
Induction day	9 May 2026	29 August 2026	17 January 2027
Instruction begins (weekday program)	11 May 2026	31 August 2026	18 January 2027
Instruction begins (weekend program)	16 May 2026	5 September 2026	23 January 2027
Study at Toulouse (September) · MBA	September 2027	March 2027	September 2027

Venue & Class Hours

THAILAND Assumption University (ABAC) Hua Mak Campus Ramkhamhaeng 24 Road, Bangkok, Thailand Trimesters 1–3 and 6	FRANCE University of Toulouse 1 Capitole Toulouse School of Management, Toulouse, France Departure in September Trimesters 4–5
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Study format: full-time or part-time study at ABAC in Thailand, then full-time study at Toulouse in France. Instruction is offered in both **weekday** and **weekend** programs (see the admission schedule for start dates). Class hours and room assignments are confirmed by the school before each intake.

Admission to Partner Universities

- 01 Assumption University in no way guarantees enrollment in any of our partner universities. Prospective candidates to the respective double degree programs are themselves responsible for the fulfillment of admission criteria and other requirements specified by the partner institutions. Partner universities will decide on admissions and announce the results by themselves.
- 02 Request for visa entry is subject to the requirements of each country.
- 03 Choice of universities can change without notice.

HAVE A QUESTION?

Talk to the Office of Graduate Studies on LINE — we'll help you with anything you're wondering about.

Programs · admissions · scholarships · English requirements. Add [@abacgrad](https://www.abacgrad.com) or scan the code to start a chat.



Who Should Apply

- Eligibility for a student visa to study in France
- A bachelor's degree in Economics or Management, with a minimum CGPA of 2.00 on a 4.00 scale
- A minimum CGPA of 3.00 in the AU-MBA in order to be eligible for study at the University of Toulouse 1 Capitole
- Proof of English proficiency through one of the following: a TOEFL iBT score of at least 86, CEFR level C1, an IELTS (Academic only) score of at least 6.5, or a GMAT score of 600
- Adequate undergraduate preparation to pursue graduate-level coursework in the MBA program
- A good command of English
- Computer literacy

Application Documents

- 01 A completed application form
- 02 An official transcript from the previous university attended (1 copy)

- 03 A bachelor's degree certificate (1 copy)
- 04 A citizen identification card and house registration — for Thai applicants (1 copy)
- 05 A passport — for non-Thai applicants (1 copy)
- 06 One recent photograph, 1 × 1.5 inches, in formal attire (not in graduation gown)

Admission fee: **1,000 THB (non-refundable)**

Note — all documents must be signed and submitted in person no later than the final day of the application period. Applications with incomplete documentation or late submissions will not be considered. Applicants who graduated from overseas universities are required to submit certified, attested, or notarized academic documents at the time of application. All documents must bear the official seal or stamp of the Ministry of Foreign Affairs, Ministry of Education, or other relevant authority.

English Proficiency

Entrance Examination

- AU English Proficiency Test
- Interview entrance examination

Exemption

The AU English Proficiency Test can be exempted depending on which of the following conditions you satisfy:

- A TOEFL (iBT) score of 90 or an IELTS (Academic) score of at least 6.5 (validation: two years)
- A bachelor's degree from a native English-speaking country (the USA, Canada, the UK, New Zealand, and Australia)

School Contact



HUA MAK CAMPUS

Graduate School of Business and Advanced Technology Management (GS-BATM)

1st Floor, M Building (Martin De Tours Hall)
Ramkhamhaeng 24 Road, Bangkok, Thailand
+66 2 783 2222 ext. 1360, 1361 · grad@au.edu

Graduate Admissions Office

MON – FRI
08:30 – 17:00

SATURDAY
08:00 – 16:30

SUNDAY
08:00 – 14:00

IMPORTANT

The provisional information statements set forth in this catalog should not be construed as the basis of any contract between a student and this institution. As such Assumption University reserves the right to change any provision listed in this catalog, including, but not limited to academic requirements for graduation. Every effort, through the Office of Graduate Studies, will be made to keep students advised of any such changes.

UNIVERSITY ADMISSIONS
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