



AU – BU

STUDY ABROAD PROGRAM



3 + 1 Program

@BOURNEMOUTH UNIVERSITY

For more information

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Bournemouth University 3+1 program for IBM major with Plan C study plan at Assumption University.

This track would be 1 year top up program at Bournemouth University in UK

Bournemouth University	Assumption University
3 required courses	
Strategic Management (20)	IBM 4208 International strategic management IBM 4207 Special topics in international Business
Organizational Leadership (20)	MGT 4914 entrepreneurship IBM4105 Global business Feasibility analysis
International Marketing Management (20)	IBM 3212 International Marketing Communications IBM 3111 International Buyer Behavior IBM 4134 International Services Marketing
3 optional courses	
International Management	IBM 3221 Cross cultural communication and conflict negotiation IBM 3203 International management
Research Study	MGT 3940 Business research methodology IBM 4809 International Business Research IBM4236 Individual research
Managing Innovation	IBM 3204 Designing and Managing Global Operations MIS4112 Digital marketing technology MGT3917 Innovation and change management

Students must complete 3 years in Assumption University to be eligible for this program.

3+1 for HTM Major from Assumption University with Plan C

Bournemouth University	Assumption University
3 required courses	
Dissertation (tourism and hospitality) (20)	MGT3940 Business research Methodology MIS2221 Quantitative analysis tools
Strategy and Leadership in hospitality (20)	HTM4210 strategic management in hospitality and tourism HTM4118 Business operation and leadership in hospitality and tourism MGT4913 Entrepreneurship
Tourism issues and Futures (20)	HTM4401 Tourism policy and development HTM4402 tourism destination Management
3 optional courses (need only 2)	
International HRM in hospitality and tourism	HTM3204 Human Resource Management in Hospitality and tourism
Food, Culture and Travel	HTM4111 Food and beverage service HTM4112 Kitchen Operation HTM403 Tour guiding and operation in practice
Digital Marketing	HTM4117 Information technology in hospitality and tourism HTM3205 Marketing in Hospitality and Tourism

Students from HTM major from Assumption University can select this major international hospitality and tourism management BA (Hons) at Bournemouth University UK for 3+1 Program. The students must complete all the courses up to 3rd year and complete the final year at Bournemouth University.

The students from HTM major must select Plan C to continue with Bournemouth University.

Bournemouth University

Topic	Details
Program Offer	<u>Assumption University</u> ❖ Bachelor of Business Administration (Hospitality and Tourism Management, International Business Management, Insurance) <u>Bournemouth University</u> ❖ BA (Hons) Business and Management (Top-Up)
Place(Country, City)	United Kingdom
Tuition Fees	£14,100 (Approximately 500,000 Baht)/ Per year * First semester tuition fees must pay in the name of Assumption University
Duration	1 year
Admission Period	February, September
Accommodation***	Approximately £876 (31,000 Baht)/Per Month to cover all living expenses (Water, Mobile Phone, Internet, Transport, Food shopping, Coffee and tea, Clothing including accommodation.
Living Cost	
IELTS Score	6.5 overall (Academic) or above with a minimum of 5.5 in each component of writing, speaking, listening and reading.
Accumulative GPA	2.75

***BU accommodation options start from £110 per week for Unilet rooms in private housing with no en-suite up to £180 for large en-suite rooms in university halls of residence. You can see this year's price guide

here: <https://www.bournemouth.ac.uk/sites/default/files/asset/document/accommodation-price-guide-2020-21.pdf>

Included in the weekly halls of residence fee is:

- ❖ All utilities (gas, electric, water and sewerage)
- ❖ Internet / Wi-Fi
- ❖ 12-month BU bus pass (worth £260), giving you unlimited travel on BU buses (U1, U2, U3 and U4) and more buses (M1, M2 and M15). If you don't need the bus pass, you can opt out of it when you apply for your accommodation, or cancel it within the first term.
- ❖ ResLifeBU (a team providing a safety net for welfare/wellbeing issues as well as a varied and inclusive calendar of social events/activities to help you settle in and build a strong community throughout your stay).
- ❖ Personal possessions insurance through Endsleigh.

Application period

- ❖ At least 4 months before the semester begins.
- ❖ Deposit of 10,000 baht for the application fee (it is refundable only in the case of visa or university rejection.)