



Doctor of Philosophy Healthcare Entrepreneurship and Wellness Management

Ph.D.HEWM

PROFESSIONS/CAREERS AFTER GRADUATION

After graduating from this program, individuals can pursue various professions and careers in both the healthcare and wellness sectors. Some potential career paths include:

- Health and wellness entrepreneur/Startup founder
- CEO, managing director, administrator, leader in the healthcare and wellness industries
- Corporate wellness manager
- Medical/Nursing supervisor, director
- Researcher/Scholars
- Healthcare/Business consultant

EDUCATION MANAGEMENT SYSTEM STUDY SYSTEM

First Semester: June - October
Second Semester: November - March
Summer Session: April - May (Optional)

CREDIT TRANSFER, COURSE TRANSFER AND CROSS-UNIVERSITY REGISTRATION

Students who formerly studied in other institutions may have their courses and credits transferred to their current programs in accordance with the Commission on Higher Education's Criteria of Degree Transfer and Assumption University Regulations on Criteria and Guidelines for transferring credits and academic records.

The Doctor of Philosophy in Healthcare Entrepreneurship and Wellness Management program equips graduates with the expertise to become visionary leaders and entrepreneurs in the healthcare and wellness sectors. They will develop a deep understanding of healthcare policies, regulations, market trends, and industry dynamics, empowering them to make strategic decisions and drive transformative change. Graduates will leverage emerging technologies and innovative solutions to address healthcare challenges, enhance care quality, and accelerate business growth.



ADMISSION REQUIREMENTS

The applicants shall be equipped with the following requirements.

1. Master's degree in any field from the institutions accredited by the Ministry of Higher Education, Science, Research, and Innovation, Thailand.
2. TOEFL score of at least 575 (PBT), or 90 (iBT), or IELTS score of at least 6.0, or pass the English Proficiency Test of the Graduate School of Business and Advanced Technology Management, Assumption University.
3. Pass an interview with the Program admission committee.

ADMISSION TO THE PROGRAM

1. A completed application form (APPLICATION FORMS CAN BE DOWNLOADED AT www.grad.au.edu/download-application-form)
2. A scanned copy of each of the Undergraduate and Postgraduate (Master's) Educational Background Materials/transcripts
3. Bachelor's and Master's Degree Certificates (Chinese and English Notarized Copies) - 1 copy
4. Bachelor's and Master's Degree Transcripts (Chinese and English Notarized Copies) - 1 copy
5. Statement of Purpose
6. A copy of the scanned Personal Information Page of the Passport
7. A copy of the electronic version of the 2-inch photo with a white background
8. Two Letters of Recommendation
9. A copy of the electronic version of the Certificate of No Criminal Record



CURRICULUM STRUCTURE

COURSEWORK AND DISSERTATION (MASTER'S DEGREE HOLDER)

Foundation Courses		Non-credit
Required Courses	15	Credits
Elective Course	3	Credits
Dissertation	36	Credits
Total	54	Credits

FOUNDATION COURSES

HWM 6401	Explorations to Health and Wellness Landscapes	Non-credit
HWM 6402	Pathways to Entrepreneurial Success	
HWM 6403	Healthcare Strategic Management	
HWM 6404	Workforce Management for Healthcare	
HWM 6405	Digital Innovation, Technology, and Data for Healthcare Business	
HWM 6406	Strategies for Business Success and Sustainability	

REQUIRED COURSES

HWM8001	Healthcare and Wellness Policy, Economics, and Strategic Leadership	15 Credits
HWM8002	Healthcare Entrepreneurship and Innovation Management	
HWM8003	Advances Research in Healthcare and Wellness Entrepreneurship	
HWM8004	Advanced Statistics in Healthcare and Wellness Entrepreneurship Studies	
HWM8005	Seminar in Healthcare Entrepreneurship and Wellness Studies	

ELECTIVE COURSE

The elective course can be chosen from the other graduate level programs (Course code: 6XXX, 7XXX, 8XXX, or 9XXX) offered by other graduate programs within Assumption University. The Course chosen would be reviewed and approved by the program director.

DISSERTATION COURSES

HWM 9101	Dissertation 1	36 Credits
HWM 9102	Dissertation 2	
HWM 9103	Dissertation 3	
HWM 9104	Dissertation 4	



STUDY PLAN PLAN 2.1: COURSEWORK AND DISSERTATION

FIRST YEAR

FIRST SEMESTER

Course Code	Course Title	Credits
HWM 6XXX	Foundation Course	Non-credit
HWM 8001	Healthcare and Wellness Policy, Economics, and Strategic Leadership	3
HWM 8002	Healthcare Entrepreneurship and Innovation Management	3
HWM 8003	Research Methodology in Healthcare and Wellness Entrepreneurship	3
Total		9 Credits

SECOND SEMESTER

Course Code	Course Title	Credits
HWM 8004	Advanced Statistics in Healthcare and Wellness Entrepreneurship Studies	3
HWM 8005	Seminar in Healthcare Entrepreneurship and Wellness Studies	3
XXXX	Elective Course	3
Total		9 Credits

SECOND YEAR

FIRST SEMESTER

Course Code	Course Title	Credits
HWM 9101	Dissertation 1	9 Credits

SECOND SEMESTER

Course Code	Course Title	Credits
HWM 9102	Dissertation 2	9 Credits

THIRD YEAR

FIRST SEMESTER

Course Code	Course Title	Credits
HWM 9103	Dissertation 3	9 Credits

SECOND SEMESTER

Course Code	Course Title	Credits
HWM 9104	Dissertation 4	9 Credits

Grand Total **54 Credits**

Note: Study Plan may be adjusted, including enrollment of courses during summer session, with the approval of the Program Director.



ADMISSION SCHEDULE 2026/2027

Schedule	June 2026 Semester	November 2026 Semester
Application deadline	May 20, 2026	Oct 21, 2026
Entrance Test and Interview	To be announced	To be announced
Class begins	June 2026	November 2026

GRADUATION REQUIREMENTS

- Complete the total number of credits of the program
- Achieve a cumulative grade point average of at least 3.00
- Have the dissertation I part of the dissertation published or have obtained an acceptance of its publication in a national or international journal in accordance with OHEC'S Regulations
- Maintain proper conduct worthy of being a doctoral degree holder
- Settle all financial obligations to the University

Important Notice

The information provided in this catalog is for reference only and should not be construed as a binding agreement between the student and the institution.

Assumption University reserves the right to modify any information contained herein, including but not limited to academic requirements for graduation.

Every effort will be made by the Office of Graduate Studies to keep students informed of any such changes.

ESTIMATED FEES: INSTALLMENTS

Installments	(THB)	(US\$)
1 st Installment	271,100	9,037
2 nd Installment	255,000	8,500
3 rd Installment	255,000	8,500
4 th Installment	250,000	8,333
5 th Installment	246,000	8,200
6 th Installment	222,900	7,430
Total	1,500,000	50,000

Note

- Fees are subject to change when applicable to the university discretion and without prior notice.
- Payment must be arranged in six installments as requested by Assumption University.
- Currency exchange rate : THB 32 = US\$1

UNIVERSITY ADMISSIONS CENTER

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Line



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