



**BUI**

**BANGKOK UNIVERSITY  
INTERNATIONAL**

# **Knowledge with Virtue**

**2021**

**Degree Plan**

**Bachelor of Arts (B.A.)**

**International Tourism and Hospitality Management**

**Student's Name .....**

**Student's ID No. ....**

# **STUDENT'S MANUAL**

## **Table of Contents**

| <b>Topics</b>                   | <b>Page</b> |
|---------------------------------|-------------|
| Where to Go for Help            | 4-5         |
| Grade Point Average Computation | 6-11        |
| Academic Regulations            | 12          |
| Plagiarism Policy               | 13-14       |
| Code of Conduct                 | 15          |
| Curriculum                      | 16-41       |

## Where to Go for Help

- Study Problems
  - Chairperson
  - Lecturers
- GPA Lower than 1.75
  - Chairperson
- Changing Free Elective Courses
  - The Dean of BU International
  - Associate Dean
- Course Contents and Names of Lecturers
  - Chairperson
- Reserve Officer Training Corps (ROTC)
  - Center for Holistic Student Development
- University's Rules and Regulations
  - The Dean of BU International
  - Chairperson
  - One-Stop-Service Office
- Library Services
  - Surat Osathanugrah Library
- Financial Problems
  - Center for Holistic Student Development
- Sickness & Medical Emergency
  - University's Infirmary
- Psychological Advice
  - Center for Holistic Student Development
- Lost & Found Items
  - Center for Holistic Student Development
- Recommendation Letter
  - International Affairs Office
- Quarrel or Fight
  - Chairperson
  - Associate Deans
- Other Problems
  - Chairperson
  - Associate Deans

**Locations of Helpers:**

- The Dean of BU International - Building C6, 5<sup>th</sup> Floor
- Associate Deans - Building C6, 5<sup>th</sup> Floor
- Chairperson - Building C6, 5<sup>th</sup> Floor
- International Center - Building C6, 1<sup>st</sup> Floor
- International Office - Building C6, 1<sup>st</sup> Floor
- BUI Faculty Office - Building C6, 5<sup>th</sup> Floor
- One-Stop-Service Office - Building A3, A6, 1<sup>st</sup> Floor

## Grade Point Average Computation

There are two types of Grade Point Averages (GPA):

1. Grade Point Average is an average of grade points for each semester.
2. Cumulative Grade Point Average is an average of grade points of all attended semesters.

The letter grades awarded by the University are as follows.

| Letter Grade | Definition in English | Definition |
|--------------|-----------------------|------------|
| A            | Excellent             | 4.00       |
| B+           | Very Good             | 3.50       |
| B            | Good                  | 3.00       |
| C+           | Very Fair             | 2.50       |
| C            | Fair                  | 2.00       |
| D+           | Poor                  | 1.50       |
| D            | Very Poor             | 1.00       |
| F            | Failed                | 0          |

Other letter symbols used include:

|    |   |
|----|---|
| W  | Withdrawal  |
| I  | Incomplete  |
| S  | Satisfactory  |
| U  | Unsatisfactory  |
| NC | No Credit   |
| CF | Credits from Formal Education   |
| CS | Credits from Standardized Test  |
| CE | Credits from Exam   |
| CT | Credits from Trainings arranged by organizations<br>other than institutions of higher education |
| CP | Credits from Portfolio  |

## How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

### 1. Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

#### Example

#### 1<sup>st</sup> Semester

| Courses                      | Credits   | Grades | Grade Points   |
|------------------------------|-----------|--------|----------------|
| Communicative English        | 3         | A      | 4 X 3 = 12     |
| Fundamental Mathematics      | 3         | C      | 2 X 3 = 6      |
| Introduction to Business     | 3         | B+     | 3.5 X 3 = 10.5 |
| Thinking Skills for Learning | 3         | D+     | 1.5 X 3 = 4.5  |
| Principles of Economics      | 3         | B      | 3 X 3 = 9      |
| Creative Leadership Skills   | <u>3</u>  | B      | 3 X 3 = 9      |
|                              | <u>18</u> |        | <u>51</u>      |

Grade point average of the 1<sup>st</sup> semester =  $\frac{51}{18} = 2.83$

#### Example

#### 2<sup>nd</sup> Semester

| Courses                         | Credits   | Grades | Grade Points  |
|---------------------------------|-----------|--------|---------------|
| Principles of Marketing         | 3         | A      | 4 X 3 = 12    |
| Critical Reading                | 3         | C      | 2 X 3 = 6     |
| Financial Accounting            | 3         | B      | 3 X 3 = 9     |
| Principles of Management        | 3         | D+     | 1.5 X 3 = 4.5 |
| Citizenship and Social Dynamics | 3         | C      | 2 X 3 = 6     |
|                                 | <u>15</u> |        | <u>37.5</u>   |

Grade point average of the 2<sup>nd</sup> semester =  $\frac{37.5}{15} = 2.50$

Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters =  $\frac{(51+37.5)}{(18+15)} = \frac{88.5}{33} = 2.68$

Note: Only 2 decimal points will be used without rounding off.

### Summer Semester

| Course<br>Grade Points    | Credits  |   | Grade |            |
|---------------------------|----------|---|-------|------------|
| Asia and Global Community | 3        | A | 4 X 3 | = 12       |
| Art of Life               | <u>3</u> | C | 2 X 3 | = <u>6</u> |
|                           | <u>6</u> |   |       | <u>18</u>  |

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(51+37.5+18)}{(18+15+6)} = \frac{106.5}{39} = 2.73$

## 2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

### Example

#### 1<sup>st</sup> Semester

| Courses                         | Credits   | Grades | Grade Points   |
|---------------------------------|-----------|--------|----------------|
| Communicative English           | 3         | A      | 4 X 3 = 12     |
| Fundamental Mathematics         | 3         | C      | 2 X 3 = 6      |
| Critical Reading                | 3         | B+     | 3.5 X 3 = 10.5 |
| Thinking Skills for Learning    | 3         | D+     | 1.5 X 3 = 4.5  |
| Principles of Marketing         | 3         | B      | 3 X 3 = 9      |
| Citizenship and Social Dynamics | <u>3</u>  | W      | 0 X 3 = 0      |
|                                 | <u>15</u> |        | <u>42</u>      |

Grade point average of the 1<sup>st</sup> semester =  $\frac{42}{15} = 2.80$



**Example**

| <b>Courses</b>             | <b>2<sup>nd</sup> Semester</b> |               | <b>Grade Points</b> |
|----------------------------|--------------------------------|---------------|---------------------|
|                            | <b>Credits</b>                 | <b>Grades</b> |                     |
| Principles of Economics    | 3                              | A             | 4 X 3 = 12          |
| College Writing            | 3                              | C             | 2X 3 = 6            |
| Financial Accounting       | 3                              | B             | 3X 3 = 9            |
| Principles of Management   | 3                              | D+            | 1.5 X 3 = 4.5       |
| Creative Leadership Skills | 3                              | W             | 0 X 3 = 0           |
|                            | <u>12</u>                      |               | <u>31.5</u>         |

$$\text{Grade point average of the 2<sup>nd</sup> semester} = \frac{31.5}{12} = 2.63$$

$$\text{Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters} = \frac{(42 + 31.5)}{(15 + 12)} = \frac{73.5}{27} = 2.72$$

Note: Only 2 decimal points will be used without rounding off.

| <b>Course</b>            | <b>Summer Semester</b> |              | <b>Grade Points</b> |
|--------------------------|------------------------|--------------|---------------------|
|                          | <b>Credits</b>         | <b>Grade</b> |                     |
| Principles of Marketing  | 3                      | A            | 4 X 3 = 12          |
| Introduction to Business | <u>3</u>               | C            | 2 X 3 = <u>6</u>    |
|                          | <u>6</u>               |              | <u>18</u>           |

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{(42 + 31.5 + 18)}{(15 + 12 + 6)} = \frac{91.5}{33} = 2.77$$

### 3. Failed Courses and Repeated Courses

All courses given an “F” grade will be recorded on students’ transcripts and calculated for both GPA and cumulative GPA as below:

#### Example of GPA Calculation for One Failed Course

##### 1<sup>st</sup> Semester

| Courses                         | Credits   | Grades | Grade Points   |
|---------------------------------|-----------|--------|----------------|
| Communicative English           | 3         | A      | 4 X 3 = 12     |
| Fundamental Mathematics         | 3         | C      | 2 X 3 = 6      |
| Critical Reading                | 3         | B+     | 3.5 X 3 = 10.5 |
| Thinking Skills for Learning    | 3         | D+     | 1.5 X 3 = 4.5  |
| Principles of Marketing         | 3         | B      | 3 X 3 = 9      |
| Citizenship and Social Dynamics | <u>3</u>  | F      | 0 X 3 = 0      |
|                                 | <u>18</u> |        | <u>42</u>      |

Grade point average of the 1<sup>st</sup> semester =  $\frac{42}{18} = 2.33$

##### 2<sup>nd</sup> Semester

| Course                          | Credits   | Grade | Grade Points  |
|---------------------------------|-----------|-------|---------------|
| Principles of Economics         | 3         | A     | 4 X 3 = 12    |
| Critical Reading                | 3         | C     | 2 X 3 = 6     |
| Financial Accounting            | 3         | B     | 3 X 3 = 9     |
| Principles of Management        | 3         | D+    | 1.5 X 3 = 4.5 |
| Creative Leadership Skills      | 3         | C     | 2 X 3 = 6     |
| Citizenship and Social Dynamics | <u>3</u>  | B*    | 3 X 3 = 9     |
|                                 | <u>18</u> |       | <u>46.5</u>   |

Grade point average of the 2<sup>nd</sup> semester =  $\frac{46.5}{18} = 2.58$

Cumulative Grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters =  $\frac{(42 + 46.5)}{(18 + 15)} = \frac{88.5}{33} = 2.68$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

## Summer Semester

| Course<br>Grade Points   | Credits  |   | Grade |   |           |
|--------------------------|----------|---|-------|---|-----------|
| Retailing Management     | 3        | A | 4 X 3 | = | 12        |
| Introduction to Business | <u>3</u> | C | 2 X 3 | = | <u>6</u>  |
|                          | <u>6</u> |   |       |   | <u>18</u> |

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(42 + 46.5 + 18)}{(18 + 15 + 6)} = \frac{106.5}{39} = 2.73$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

### **Caution:**

Students are strongly encouraged to keep track of their GPAs attentively.

**Rules and Regulations for Undergraduate Studies  
2018 - 2021**



<http://degreeplan.bu.ac.th/>

## Plagiarism Policy

### Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BU International's approach to plagiarism
- c. Levels of plagiarism and action to be taken

#### a. Suggested definition of plagiarism

For the purposes of this policy, plagiarism could be defined as:

*“The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements.”*

<http://www.staffsunion.com/news/article/Plagiarism-know-the-rules/>

#### b. BU International's approach to plagiarism

BU International's approach for managing plagiarism is *educative* rather than punitive.

- students should understand:
  - what plagiarism is
  - how to avoid it
  - what BU International's policy is and the penalties that apply

#### c. Levels of plagiarism and action to be taken

(derived from:

[http://www.lc.unsw.edu.au/plagiarism/plagiarism\\_STUDENTBOOK.pdf](http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf)

<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

#### Level 1

Where the plagiarism is significant (i.e. meets BU International's definition) and a first occurrence and the student is at first or second year level:

Response:

1. counsel the student and
2. require the student to revise the item and resubmit

**Level 2**

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

Response:

1. issue a verbal warning and
2. return the item unmarked to the student for rewriting and resubmitting or
3. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

**Level 3**

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

Response:

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

## Code of Conduct

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.
2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.
3. Students must treat all lecturers and university officers with respect.
4. Students must not gamble or be involved in any gambling activities.
5. Students must not carry weapons or dangerous items of any kind.
6. Students must not bring or drink any alcoholic beverage on university premises.
7. Students must not bring or use any illegal drug on campus.
8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.
9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.
10. Students must not be present in a place that is recognized as morally inappropriate.
11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.
12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/or physical disabilities.
13. Students are required to seek approval from the university before they stage a performance of any kind.
14. Students are required to seek approval from the university before they hold a large gathering on campus.
15. Students are required to seek approval from the university before they publish any materials.

Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
2. Probation;
3. Deduction of grade;
4. Suspension;
5. Exclusion from final examination;
6. Withholding of degree;
7. Dismissal.

**Curriculum**

**International Tourism  
and  
Hospitality Management Major**



**Degree Plan**  
**Bangkok University International**  
**International Tourism and Hospitality Management Major**

**Total Number of Credits**

|                         |            |             |
|-------------------------|------------|-------------|
| General Education       |            | 30 credits  |
| Professional Education  |            | 84 credits  |
| Core Courses            | 24 credits |             |
| Major Requirements      | 30 credits |             |
| Major Electives         | 30 credits |             |
| Free Electives          |            | 6 credits   |
| Professional Internship |            | 9 credits   |
| Total                   |            | 129 credits |

**Prerequisite**

There are 2 kinds of prerequisite courses:

- a. A student has enrolled in that prerequisite course and passed it with a grade of at least D; or
- b. A student has enrolled in that course and obtained at least a grade of "F" ("W" is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course without fulfilling any prerequisite requirements first will cause a registration cancellation.

## List of Courses for Bachelor of Arts Program in International Tourism Management

### 1. General Education: 30 credits

A minimum of 30 credit hours are required.

| Code   | Course  | Credits | Credits Earned | Grade   | Prerequisite |
|--|---|---------|----------------|---------|--------------|
| <b>English Language<br/>(9 Credits)</b>        |   |         |                |         |              |
| IEN103   | Critical Reading                              | 3       |                |         |              |
| IEN104   | College Writing                               | 3       |                |         |              |
| IEN105   | Communicative English                         | 3       |                |         |              |
| <b>Required<br/>(15 Credits)</b>               |   |         |                |         |              |
| IGE001   | Thinking Skills for Learning                  | 3       |                |         |              |
| IGE002   | Citizenship and Social Dynamics               | 3       |                |         |              |
| IGE003   | Cultivating Entrepreneurial Mindset           | 3       |                |         |              |
| IGE004   | Technology and Innovation in the Future World | 3       |                |         |              |
| IGE005   | Creative Leadership Skills                    | 3       |                |         |              |
| <b>Elective<br/>(6 Credits)</b>                |   |         |                |         |              |
| Choose at least two from the following courses |   |         |                |         |              |
| IGE006   | Asia and the Global Community                 | 3       |                |         |              |
| IGE007   | Art of Life                                   | 3       |                |         |              |
| IGE008   | Health and Wellness for Life                  | 3       |                |         |              |
| Total  |   |         | 30             | credits |              |

## 2. Professional Education: 84 credits

### 2.1 Professional Foundation Courses: 24 credits

| Code   | Course  | Credits | Credits Earned | Grade   | Prerequisite |
|--------|---|---------|----------------|---------|--------------|
| THI101 | Introduction to Tourism and Hospitality Management      | 3       |                |         |              |
| THI102 | Service Quality Management                              | 3       |                |         |              |
| THI201 | Cross-Cultural Communication                            | 3       |                |         |              |
| THI202 | International Service Marketing                         | 3       |                |         |              |
| THI203 | Consumer Behavior in Tourism and Hospitality Industries | 3       |                |         |              |
| THI204 | People, Management and Change in the Service Industries | 3       |                |         |              |
| THI205 | Laws and Regulations of Tourism and Hospitality         | 3       |                |         |              |
| THI206 | Technology and Innovation in Tourism and Hospitality    | 3       |                |         |              |
| Total  |   |         | 24             | credits |              |

## 2.2 Major Requirements: 30 credits

| Code   | Course   | Credits | Credits Earned | Grade   | Prerequisite |
|--------|--|---------|----------------|---------|--------------|
| THI211 | Global Trends and Strategies in Tourism and Hospitality                              | 3       |                |         |              |
| THI311 | Sustainable Tourism and Hospitality  | 3       |                |         |              |
| THI312 | Meetings, Incentives, Conferences and Exhibitions (MICE)                             | 3       |                |         |              |
| THI313 | Tour Planning and Operating  | 3       |                |         |              |
| THI314 | Entrepreneurship in Tourism and Hospitality  | 3       |                |         |              |
| THI411 | Logistics and Supply Chains for Tourism and Hospitality Industries                   | 3       |                |         |              |
| THI412 | Community-Based Tourism  | 3       |                |         |              |
| THI413 | Accounting and Finance for Tourism and Hospitality                                   | 3       |                |         |              |
| THI414 | Applied Research in Tourism and Hospitality  | 3       |                |         |              |
| THI415 | Feasibility Studies and Project Management for International Tourism and Hospitality | 3       |                |         |              |
| Total  |  |         | 30             | credits |              |

## **2.3 Major Electives: 30 credits**

### **2.3.1 Concentration Track (15 credits)**

Students have to choose one of the concentration tracks or choose any of the courses from all of the available tracks for no less than 15 credits;

#### **2.3.1.1 International Tourism Business**

| <b>Code</b> | <b>Course</b>   | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b> |
|-------------|---|----------------|-----------------------|--------------|---------------------|
| THI321      | Product Development for International Tourism and Hospitality | 3              |                       |              |                     |
| THI322      | Destination Development Planning                              | 3              |                       |              |                     |
| THI323      | Global Integrated Passenger Transportation Networks           | 3              |                       |              |                     |
| THI424      | Contemporary Issues in Cruise Tourism                         | 3              |                       |              |                     |
| THI425      | Niche Tourism   | 3              |                       |              |                     |
| THI426      | Airline Business and Technology                               | 3              |                       |              | THI206              |
| THI427      | Managing Incentive B-2-B Travel Programs                      | 3              |                       |              |                     |

### 2.3.1.2 International Hospitality Business

| <b>Code</b> | <b>Course</b>                                  | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b> |
|-------------|--|----------------|-----------------------|--------------|---------------------|
| THI331      | International Lodging Management               | 3              |                       |              |                     |
| THI332      | Restaurant Operations                          | 3              |                       |              |                     |
| THI333      | Food and Beverage Operations                   | 3              |                       |              |                     |
| THI334      | Introduction to Wine                           | 3              |                       |              |                     |
| THI335      | Catering Business Management                   | 3              |                       |              |                     |
| THI436      | MICE Venue Management                          | 3              |                       |              |                     |
| THI437      | MICE, Sustainability and Standards             | 3              |                       |              |                     |
| THI438      | Innovation Strategies for Hospitality Business | 3              |                       |              |                     |

### 2.3.1.3 Health and Wellness Tourism

| <b>Code</b> | <b>Course</b>                 | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b> |
|-------------|-------------------------------|----------------|-----------------------|--------------|---------------------|
| THI341      | Wellness Tourism              | 3              |                       |              |                     |
| THI342      | Health and Medical Tourism    | 3              |                       |              |                     |
| THI343      | Sports Tourism                | 3              |                       |              |                     |
| THI444      | Health and Wellness Design    | 3              |                       |              |                     |
| THI445      | Spa Operations and Management | 3              |                       |              |                     |

### 2.3.1.4 Hotel Management

| Code   | Course  | Credits | Credits Earned | Grade | Prerequisite |
|--------|---|---------|----------------|-------|--------------|
| THI332 | Restaurant Operations                                   | 3       |                |       |              |
| THI333 | Food and Beverage Operations                            | 3       |                |       |              |
| THI351 | Front Office and Housekeeping Operations and Management | 3       |                |       |              |
| THI352 | Digital Marketing for Hotel Business                    | 3       |                |       |              |
| THI453 | Hotel Planning, Design and Development                  | 3       |                |       |              |
| THI454 | Environmental Planning and Design for Hotel Businesses  | 3       |                |       |              |
| THI455 | Crisis Management in Hotel and Restaurant Businesses    | 3       |                |       |              |

### 2.3.1.5 Others

|        |   |   |    |         |  |
|--------|---|---|----|---------|--|
| THI461 | Corporate Social Responsibility for International Tourism and Hospitality | 3 |    |         |  |
| THI462 | Strategic Brand Management  | 3 |    |         |  |
| THI463 | Revenue Management and Pricing  | 3 |    |         |  |
| THI464 | Social Media and Viral Marketing  | 3 |    |         |  |
| Total  |   |   | 15 | credits |  |

### 2.3.2 Foreign Languages for Professional (15 credits)

Students can choose one of the foreign language groups or choose any of the courses from all of the available groups for no less than 15 credits;

#### 2.3.2.1 Thai

| Code   | Course                             | Credits | Credits Earned | Grade | Prerequisite |
|--------|------------------------------------|---------|----------------|-------|--------------|
| ITH271 | Thai Language and Culture          | 3       |                |       |              |
| ITH272 | Thai for Everyday Life             | 3       |                |       |              |
| ITH373 | Thai for Travelling and Recreation | 3       |                |       |              |
| ITH374 | Thai for Tourism Management        | 3       |                |       |              |
| ITH475 | Thai for Hospitality Management    | 3       |                |       |              |

#### 2.3.2.2 Chinese

| Code   | Course                                | Credits | Credits Earned | Grade | Prerequisite |
|--------|---------------------------------------|---------|----------------|-------|--------------|
| ICN271 | Chinese Language and Culture          | 3       |                |       |              |
| ICN272 | Chinese for Everyday Life             | 3       |                |       |              |
| ICN373 | Chinese for Travelling and Recreation | 3       |                |       |              |
| ICN374 | Chinese for Tourism Management        | 3       |                |       |              |
| ICN475 | Chinese for Hospitality Management    | 3       |                |       |              |



### 2.3.2.3 Italian

| <b>Code</b> | <b>Course</b>                         | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b> |
|-------------|---------------------------------------|----------------|-----------------------|--------------|---------------------|
| IIL271      | Italian Language and Culture          | 3              |                       |              |                     |
| IIL272      | Italian for Everyday Life             | 3              |                       |              |                     |
| IIL373      | Italian for Travelling and Recreation | 3              |                       |              |                     |
| IIL374      | Italian for Tourism Management        | 3              |                       |              |                     |
| IIL475      | Italian for Hospitality Management    | 3              |                       |              |                     |

### 2.3.2.4 Korean

| <b>Code</b> | <b>Course</b>                        | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b> |
|-------------|--------------------------------------|----------------|-----------------------|--------------|---------------------|
| IKR271      | Korean Language and Culture          | 3              |                       |              |                     |
| IKR272      | Korean for Everyday Life             | 3              |                       |              |                     |
| IKR373      | Korean for Travelling and Recreation | 3              |                       |              |                     |
| IKR374      | Korean for Tourism Management        | 3              |                       |              |                     |
| IKR475      | Korean for Hospitality Management    | 3              |                       |              |                     |

### 2.3.2.5 Japanese

| <b>Code</b> | <b>Course</b>                          | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b> |
|-------------|--|----------------|-----------------------|--------------|---------------------|
| IJP271      | Japanese Language and Culture          | 3              |                       |              |                     |
| IJP272      | Japanese for Everyday Life             | 3              |                       |              |                     |
| IJP373      | Japanese for Travelling and Recreation | 3              |                       |              |                     |
| IJP374      | Japanese for Tourism Management        | 3              |                       |              |                     |
| IJP475      | Japanese for Hospitality Management    | 3              |                       |              |                     |

### 2.3.2.6 Spanish

| <b>Code</b> | <b>Course</b>                         | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b> |
|-------------|---------------------------------------|----------------|-----------------------|--------------|---------------------|
| ISP271      | Spanish Language and Culture          | 3              |                       |              |                     |
| ISP272      | Spanish for Everyday Life             | 3              |                       |              |                     |
| ISP373      | Spanish for Travelling and Recreation | 3              |                       |              |                     |
| ISP374      | Spanish for Tourism Management        | 3              |                       |              |                     |
| ISP475      | Spanish for Hospitality Management    | 3              |                       |              |                     |

### 2.3.2.7 French

| <b>Code</b> | <b>Course</b>                        | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b> |
|-------------|--------------------------------------|----------------|-----------------------|--------------|---------------------|
| IFR271      | French Language and Culture          | 3              |                       |              |                     |
| IFR272      | French for Everyday Life             | 3              |                       |              |                     |
| IFR373      | French for Travelling and Recreation | 3              |                       |              |                     |
| IFR374      | French for Tourism Management        | 3              |                       |              |                     |
| IFR475      | French for Hospitality Management    | 3              |                       |              |                     |

### 2.3.2.8 German

| <b>Code</b> | <b>Course</b>                        | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b> |
|-------------|--------------------------------------|----------------|-----------------------|--------------|---------------------|
| IGR271      | German Language and Culture          | 3              |                       |              |                     |
| IGR272      | German for Everyday Life             | 3              |                       |              |                     |
| IGR373      | German for Travelling and Recreation | 3              |                       |              |                     |
| IGR374      | German for Tourism Management        | 3              |                       |              |                     |
| IGR475      | German for Hospitality Management    | 3              |                       |              |                     |

### 2.3.2.8 English

| <b>Code</b> | <b>Course</b>                                    | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b>       |
|-------------|--|----------------|-----------------------|--------------|---------------------------|
| IEN271      | Business English I                               | 3              |                       |              |                           |
| IEN272      | Business English II                              | 3              |                       |              |                           |
| IEN373      | Oral Communication in the Service Sector         | 3              |                       |              | IEN271 or Dean's Approval |
| IEN374      | Business Correspondence in the Service Sector    | 3              |                       |              | IEN272 or Dean's Approval |
| IEN475      | Business English for Negotiations and Persuasion | 3              |                       |              | IEN271 or Dean's Approval |

### 2.3.2.9 ASEAN Languages

| <b>Code</b> | <b>Course</b>                            | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b>       |
|-------------|--|----------------|-----------------------|--------------|---------------------------|
| IVN101      | Vietnamese Language and Culture I        | 3              |                       |              |                           |
| IVN102      | Vietnamese Language and Culture II       | 3              |                       |              | IVN102 or Dean's Approval |
| IBH101      | Bahasa Malaysia / Indonesia I            | 3              |                       |              |                           |
| IBH102      | Bahasa Malaysia / Indonesia II           | 3              |                       |              | IBH102 or Dean's Approval |
| IKM101      | Khmer Language and Culture I             | 3              |                       |              |                           |
| IKM102      | Khmer Language and Culture II            | 3              |                       |              | IKM101 or Dean's Approval |
| ITG101      | Tagalog Language and Filipino Culture I  | 3              |                       |              |                           |
| ITG102      | Tagalog Language and Filipino Culture II | 3              |                       |              | ITG101 or Dean's Approval |

| <b>Code</b> | <b>Course</b>                   | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b>       |
|-------------|---------------------------------|----------------|-----------------------|--------------|---------------------------|
| IMR101      | Myanmar Language and Culture I  | 3              |                       |              |                           |
| IMR102      | Myanmar Language and Culture II | 3              |                       |              | IMR101 or Dean's Approval |
| Total       |                                 |                | 15                    | credits      |                           |

### 3. Free Electives: 6 credits

Students must choose at least 6 credits from the following subjects and/or other courses offered by Bangkok University International or approved by Dean of BU International. Students cannot choose General Education courses as a free electives course.

| <b>Code</b> | <b>Course</b>   | <b>Credits</b> | <b>Credits Earned</b> | <b>Grade</b> | <b>Prerequisite</b> |
|-------------|---|----------------|-----------------------|--------------|---------------------|
| THI480      | World Geography for Tourism                                 | 3              |                       |              |                     |
| THI481      | Heritage Tourism and Museum Management                      | 3              |                       |              |                     |
| THI482      | Climate Change Adaptation and Mitigation in Tourism         | 3              |                       |              |                     |
| THI483      | Gastronomy of the World                                     | 3              |                       |              |                     |
| THI484      | Digital Photography for Tourism Promotion                   | 3              |                       |              |                     |
| THI485      | Travel Writing  | 3              |                       |              |                     |
| THI486      | Zen and the Art of Travel                                   | 3              |                       |              |                     |
| THI487      | Aesthetics for Living                                       | 3              |                       |              |                     |
| THI488      | Independent Study   | 3              |                       |              |                     |
| THI489      | Special Topic in Tourism and Hospitality Management Culture | 3              |                       |              |                     |
| Total       |   |                | 6                     | credits      |                     |

#### 4. Professional Internship: 9 credits

Students can choose any of the following tracks;

##### 4.1 Cooperative Education Track

| Code   | Course  | Credits | Credits Earned | Grade | Prerequisite |
|--------|---|---------|----------------|-------|--------------|
| ICO301 | Pre-Cooperative Education                                 | 3       |                |       |              |
| THI399 | Cooperative Education in Tourism and Hospitality Industry | 6       |                |       | ICO301       |

##### 4.2 Internship Track

| Code   | Course             | Credits | Credits Earned | Grade   | Prerequisite                              |
|--------|--------------------|---------|----------------|---------|---|
| THI391 | Career Preparation | 3       |                |         |   |
| THI392 | Internship I       | 3       |                |         | ITH101, ITH102, ITH391 or Dean's Approval |
| THI493 | Internship II      | 3       |                |         | ITH392 or Dean's Approval                 |
| Total  |                    |         | 9              | credits |   |

## **Regular Track**

## Regular Track

### Program of Study Bangkok University International International Tourism and Hospitality Management Major

#### First Year

##### First Semester

| Course Number | Course Title                        | Credits | Lect | Lab | Intern |
|---------------|-------------------------------------|---------|------|-----|--------|
| IGE001        | Thinking Skills for Learning        | 3       | 3    | 0   | 6      |
| IGE002        | Citizenship and Social Dynamics     | 3       | 3    | 0   | 6      |
| IGE003        | Cultivating Entrepreneurial Mindset | 3       | 3    | 0   | 6      |
| IEN103        | Critical Reading                    | 3       | 2    | 2   | 6      |
| IEN104        | College Writing                     | 3       | 2    | 2   | 6      |
| IEN105        | Communicative English               | 3       | 2    | 2   | 6      |
|               |                                     | 18      | 15   | 6   | 36     |

##### Second Semester

| Course Number | Course Title                                       | Credits | Lect | Lab | Intern |
|---------------|--|---------|------|-----|--------|
| IGE004        | Technology and Innovation in the Future World      | 3       | 3    | 0   | 6      |
| IGE005        | Creative Leadership Skills                         | 3       | 3    | 0   | 6      |
| IGE006        | Asia and the Global Community                      | 3       | 3    | 0   | 6      |
| IGE007        | Art of Life  | 3       | 3    | 0   | 6      |
| IGE008        | Health and Wellness for Life                       |         |      |     |        |
| THI101        | Introduction to Tourism and Hospitality Management | 3       | 3    | 0   | 6      |
| THI102        | Service Quality Management                         | 3       | 3    | 0   | 6      |
|               |  | 18      | 17   | 2   | 36     |



## Regular Track

### Second Year

#### First Semester

| Course Number | Course Title  | Credits | Lect | Lab | Intern |
|---------------|---|---------|------|-----|--------|
| THI201        | Cross-Cultural Communication                            | 3       | 3    | 0   | 6      |
| THI202        | International Service Marketing                         | 3       | 3    | 0   | 6      |
| THI203        | Consumer Behavior in Tourism and Hospitality Industries | 3       | 3    | 0   | 6      |
| THI204        | People, Management and Change in the Service Industries | 3       | 3    | 0   | 6      |
| THI205        | Regulations of Tourism and Hospitality                  | 3       | 3    | 0   | 6      |
| .....         | Major Elective<br>(Foreign Language I)                  | 3       | 2    | 2   | 6      |
|               |   | 18      | 17   | 2   | 36     |

#### Second Semester

| Course Number | Course Title   | Credits | Lect | Lab | Intern |
|---------------|--|---------|------|-----|--------|
| THI206        | Technology and Innovation in Tourism and Hospitality     | 3       | 3    | 0   | 6      |
| THI211        | Global Trends and Strategies in Tourism and Hospitality  | 3       | 3    | 0   | 6      |
| THI311        | Sustainable Tourism and Hospitality                      | 3       | 3    | 0   | 6      |
| THI312        | Meetings, Incentives, Conferences and Exhibitions (MICE) | 3       | 3    | 0   | 6      |
| .....         | Free Elective I  | 3       | 3    | 0   | 6      |
| .....         | Major Elective<br>(Foreign Language II)                  | 3       | 2    | 2   | 6      |
|               |  | 18      | 17   | 2   | 36     |

## Regular Track

### Third Year

#### First Semester

| Course Number | Course Title                                | Credits | Lect | Lab | Intern |
|---------------|---|---------|------|-----|--------|
| THI313        | Tour Planning and Operating                 | 3       | 3    | 0   | 6      |
| THI314        | Entrepreneurship in Tourism and Hospitality | 3       | 3    | 0   | 6      |
| .....         | Major Elective<br>(Foreign Language III)    | 3       | 2    | 2   | 6      |
| THI.....      | Major Elective<br>(Concentration Track I)   | 3       | 3    | 0   | 6      |
| THI.....      | Major Elective<br>(Concentration Track II)  | 3       | 3    | 0   | 6      |
|               |   | 15      | 14   | 2   | 30     |

#### Second Semester

| Course Number | Course Title   | Credits | Lect | Lab | Intern |
|---------------|--|---------|------|-----|--------|
| THI391        | Career Preparation   | 3       | 3    | 0   | 6      |
| THI411        | Logistics and Supply Chains for Tourism and Hospitality Industries | 3       | 3    | 0   | 6      |
| THI412        | Community-Based Tourism  | 3       | 3    | 0   | 6      |
| .....         | Major Elective<br>(Foreign Language IV)                            | 3       | 2    | 2   | 6      |
| THI.....      | Major Elective<br>(Concentration Track III)                        | 3       | 3    | 0   | 6      |
| THI.....      | Major Elective<br>(Concentration Track IV)                         | 3       | 3    | 0   | 6      |
|               |  | 18      | 17   | 2   | 36     |

#### Summer Semester

| Course Number | Course Title | Credits | Lect | Lab | Intern |
|---------------|--------------|---------|------|-----|--------|
| THI392        | Internship I | 3       | 0    | 40  | 0      |
|               |              | 3       | 0    | 40  | 0      |

## Regular Track

### Fourth Year

#### First Semester

| Course Number | Course Title   | Credits | Lect | Lab | Intern |
|---------------|--|---------|------|-----|--------|
| THI413        | Accounting and Finance for Tourism and Hospitality                                   | 3       | 3    | 0   | 6      |
| THI414        | Applied Research for Tourism and Hospitality   | 3       | 3    | 0   | 6      |
| THI415        | Feasibility Studies and Project Management for International Tourism and Hospitality | 3       | 3    | 0   | 6      |
| .....         | Major Elective (Foreign Language V)  | 3       | 2    | 2   | 6      |
| THI.....      | Major Elective (Concentration Track V)   | 3       | 3    | 0   | 6      |
| .....         | Free Elective II   | 3       | 3    | 0   | 6      |
|               |  | 18      | 17   | 2   | 36     |

#### Second Semester

| Course Number | Course Title  | Credits | Lect | Lab | Intern |
|---------------|---------------|---------|------|-----|--------|
| THI 493       | Internship II | 3       | 0    | 40  | 0      |
|               |               | 3       | 0    | 40  | 0      |

## **Cooperative Education Track**

## Cooperative Education Track

### Program of Study Bangkok University International International Tourism and Hospitality Management Major

#### First Year

##### First Semester

| Course Number | Course Title                        | Credits | Lect | Lab | Intern |
|---------------|-------------------------------------|---------|------|-----|--------|
| IGE001        | Thinking Skills for Learning        | 3       | 3    | 0   | 6      |
| IGE002        | Citizenship and Social Dynamics     | 3       | 3    | 0   | 6      |
| IGE003        | Cultivating Entrepreneurial Mindset | 3       | 3    | 0   | 6      |
| IEN103        | Critical Reading                    | 3       | 2    | 2   | 6      |
| IEN104        | College Writing                     | 3       | 2    | 2   | 6      |
| IEN105        | Communicative English               | 3       | 2    | 2   | 6      |
|               |                                     | 18      | 15   | 6   | 36     |

##### Second Semester

| Course Number | Course Title                                       | Credits | Lect | Lab | Intern |
|---------------|--|---------|------|-----|--------|
| IGE004        | Technology and Innovation in the Future World      | 3       | 3    | 0   | 6      |
| IGE005        | Creative Leadership Skills                         | 3       | 3    | 0   | 6      |
| IGE006        | Asia and the Global Community                      | 3       | 3    | 0   | 6      |
| IGE007        | Art of Life  | 3       | 3    | 0   | 6      |
| IGE008        | Health and Wellness for Life                       |         |      |     |        |
| THI101        | Introduction to Tourism and Hospitality Management | 3       | 3    | 0   | 6      |
| THI102        | Service Quality Management                         | 3       | 3    | 0   | 6      |
|               |  | 18      | 17   | 2   | 36     |

## Cooperative Education Track

### Second Year

#### First Semester

| Course Number | Course Title  | Credits | Lect | Lab | Intern |
|---------------|---|---------|------|-----|--------|
| THI201        | Cross-Cultural Communication                            | 3       | 3    | 0   | 6      |
| THI202        | International Service Marketing                         | 3       | 3    | 0   | 6      |
| THI203        | Consumer Behavior in Tourism and Hospitality Industries | 3       | 3    | 0   | 6      |
| THI204        | People, Management and Change in the Service Industries | 3       | 3    | 0   | 6      |
| THI205        | Regulations of Tourism and Hospitality                  | 3       | 3    | 0   | 6      |
| .....         | Major Elective<br>(Foreign Language I)                  | 3       | 2    | 2   | 6      |
|               |   | 18      | 17   | 2   | 36     |

#### Second Semester

| Course Number | Course Title   | Credits | Lect | Lab | Intern |
|---------------|--|---------|------|-----|--------|
| THI206        | Technology and Innovation in Tourism and Hospitality     | 3       | 3    | 0   | 6      |
| THI211        | Global Trends and Strategies in Tourism and Hospitality  | 3       | 3    | 0   | 6      |
| THI311        | Sustainable Tourism and Hospitality                      | 3       | 3    | 0   | 6      |
| THI312        | Meetings, Incentives, Conferences and Exhibitions (MICE) | 3       | 3    | 0   | 6      |
| .....         | Free Elective I  | 3       | 3    | 0   | 6      |
| .....         | Major Elective<br>(Foreign Language II)                  | 3       | 2    | 2   | 6      |
|               |  | 18      | 17   | 2   | 36     |

## Cooperative Education Track

### Third Year

#### First Semester

| Course Number | Course Title                                | Credits | Lect | Lab | Intern |
|---------------|---|---------|------|-----|--------|
| THI313        | Tour Planning and Operating                 | 3       | 3    | 0   | 6      |
| THI314        | Entrepreneurship in Tourism and Hospitality | 3       | 3    | 0   | 6      |
| .....         | Major Elective<br>(Foreign Language III)    | 3       | 2    | 2   | 6      |
| THI.....      | Major Elective<br>(Concentration Track I)   | 3       | 3    | 0   | 6      |
| THI.....      | Major Elective<br>(Concentration Track II)  | 3       | 3    | 0   | 6      |
|               |   | 15      | 14   | 2   | 30     |

#### Second Semester

| Course Number | Course Title   | Credits | Lect | Lab | Intern |
|---------------|--|---------|------|-----|--------|
| THI411        | Logistics and Supply Chains for Tourism and Hospitality Industries | 3       | 3    | 0   | 6      |
| THI412        | Community-Based Tourism  | 3       | 3    | 0   | 6      |
| .....         | Major Elective<br>(Foreign Language IV)                            | 3       | 2    | 2   | 6      |
| THI.....      | Major Elective<br>(Concentration Track III)                        | 3       | 3    | 0   | 6      |
| THI.....      | Major Elective<br>(Concentration Track IV)                         | 3       | 3    | 0   | 6      |
| .....         | Free Elective II   | 3       | 3    | 0   | 6      |
|               |  | 18      | 17   | 2   | 36     |

## Cooperative Education Track

### Fourth Year

#### First Semester

| Course Number | Course Title   | Credits | Lect | Lab | Intern |
|---------------|--|---------|------|-----|--------|
| THI413        | Accounting and Finance for Tourism and Hospitality                                   | 3       | 3    | 0   | 6      |
| THI414        | Applied Research for Tourism and Hospitality   | 3       | 3    | 0   | 6      |
| THI415        | Feasibility Studies and Project Management for International Tourism and Hospitality | 3       | 3    | 0   | 6      |
| .....         | Major Elective (Foreign Language V)  | 3       | 2    | 2   | 6      |
| THI.....      | Major Elective (Concentration Track V)   | 3       | 3    | 0   | 6      |
| ICO301        | Pre-Cooperative Education  | 3       | 3    | 0   | 6      |
|               |  | 18      | 17   | 2   | 36     |

#### Second Semester

| Course Number | Course Title  | Credits | Lect | Lab | Intern |
|---------------|---|---------|------|-----|--------|
| THI399        | Cooperative Education in Tourism and Hospitality Industries | 6       | 0    | 40  | 0      |
|               |   | 6       | 0    | 40  | 0      |



## Student's Academic Record

| Year | Semester        | GPA | CUM. GPA. | Remark |
|------|-----------------|-----|-----------|--------|
| 1    | First Semester  |     |           |        |
|      | Second Semester |     |           |        |
|      | Summer Term     |     |           |        |
| 2    | First Semester  |     |           |        |
|      | Second Semester |     |           |        |
|      | Summer Term     |     |           |        |
| 3    | First Semester  |     |           |        |
|      | Second Semester |     |           |        |
|      | Summer Term     |     |           |        |
| 4    | First Semester  |     |           |        |
|      | Second Semester |     |           |        |
|      | Summer Term     |     |           |        |
| 5    | First Semester  |     |           |        |
|      | Second Semester |     |           |        |
|      | Summer Term     |     |           |        |
| 6    | First Semester  |     |           |        |
|      | Second Semester |     |           |        |
|      | Summer Term     |     |           |        |
| 7    | First Semester  |     |           |        |
|      | Second Semester |     |           |        |
|      | Summer Term     |     |           |        |
| 8    | First Semester  |     |           |        |
|      | Second Semester |     |           |        |
|      | Summer Term     |     |           |        |
|      |                 |     |           |        |
|      |                 |     |           |        |
|      |                 |     |           |        |
|      |                 |     |           |        |
|      |                 |     |           |        |
|      |                 |     |           |        |