



**BUI**

**BANGKOK UNIVERSITY  
INTERNATIONAL**

# **Knowledge with Virtue**

**2022**

**Degree Plan**

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

**International Tourism and Hospitality Management**

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

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

# **STUDENT'S MANUAL**

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## 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 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 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**

Courses	2 <sup>nd</sup> Semester		Grade Points	
	Credits	Grades		
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.

Course	Summer Semester		Grade Points	
	Credits	Grade		
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>

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{42}{18} = 2.33$$

##### 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>

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{46.5}{18} = 2.58$$

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

\* 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 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>

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

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

\* 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 - 2022**



<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.staffunion.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 (9 Credits)</b>					
IEN106	The Art of Writing	3			
IEN107	Critical Reading and Writing	3			
IEN108	Persuasive Presentation	3			
<b>Integrated Professional Skills (21 Credits)</b>					
IGE 101	Thinking Skills for Lifelong Learning	3			
IGE 102	Citizenship and Social Transformation	3			
IGE 103	Technology and Innovation	3			
IGE 104	Aesthetics and Well-being for Life	3			
IGE 105	Global Alliance and Emerging Issues	3			
IGE 106	Financial Literacy and Sustainable Development	3			
IGE 107	Entrepreneurial Spirit and Leadership Skills	3			
<b>Total</b>			<b>30</b>	<b>credits</b>	

### 2. Professional Education: 84 credits

#### 2.1 Professional Foundation Courses: 24 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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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
<b>Total</b>			<b>15</b>	<b>credits</b>	

### 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			
<b>Total</b>			<b>6</b>	<b>credits</b>	

#### 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**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IGE 101	Thinking Skills for Lifelong Learning	3	3	0	6
IGE 102	Citizenship and Social Transformation	3	3	0	6
IGE 103	Technology and Innovation	3	3	0	6
IEN 106	The Art of Writing	3	2	2	6
IEN 108	Persuasive Presentation	3	2	2	6
THI 101	Introduction to Tourism and Hospitality Management	3	3	0	6
		18	16	4	36

##### **Second Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IEN 107	Critical Reading and Writing	3	2	2	6
IGE 104	Aesthetics and Well-being for Life	3	3	0	6
IGE 105	Global Alliance and Emerging Issues	3	3	0	6
IGE 106	Financial Literacy and Sustainable Development	3	3	0	6
IGE 107	Entrepreneurial Spirit and Leadership Skills	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 (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 (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 (Foreign Language III)	3	2	2	6
THI.....	Major Elective (Concentration Track I)	3	3	0	6
THI.....	Major Elective (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 (Foreign Language IV)	3	2	2	6
THI.....	Major Elective (Concentration Track III)	3	3	0	6
THI.....	Major Elective (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
IGE 101	Thinking Skills for Lifelong Learning	3	3	0	6
IGE 102	Citizenship and Social Transformation	3	3	0	6
IGE 103	Technology and Innovation	3	3	0	6
IEN 106	The Art of Writing	3	2	2	6
IEN 108	Persuasive Presentation	3	2	2	6
THI 101	Introduction to Tourism and Hospitality Management	3	3	0	6
		18	15	6	36

##### Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IEN 107	Critical Reading and Writing	3	2	2	6
IGE 104	Aesthetics and Well-being for Life	3	3	0	6
IGE 105	Global Alliance and Emerging Issues	3	3	0	6
IGE 106	Financial Literacy and Sustainable Development	3	3	0	6
IGE 107	Entrepreneurial Spirit and Leadership Skills	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 (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 (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 (Foreign Language III)	3	2	2	6
THI.....	Major Elective (Concentration Track I)	3	3	0	6
THI.....	Major Elective (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 (Foreign Language IV)	3	2	2	6
THI.....	Major Elective (Concentration Track III)	3	3	0	6
THI.....	Major Elective (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			