



Knowledge with Virtue

2024

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, 5th Floor
- Associate Deans - Building C6, 5th Floor
- Chairperson - Building C6, 5th Floor
- International Center - Building C6, 1st Floor
- International Office - Building C6, 1st Floor
- BUI Faculty Office - Building C6, 5th Floor
- One-Stop-Service Office - Building A3, A6, 1st 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

1st 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>

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{51}{18} = 2.83$$

Example

2nd 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>

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{37.5}{15} = 2.50$$

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

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

Summer Session

Course Points	Credits		Grade	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

1st 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 1st semester = $\frac{42}{15} = 2.80$

Example

2nd Semester

Courses	Credits	Grades	Grade Points
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>

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

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

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

Summer Semester

Course	Credits	Grade	Grade Points
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

1st 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>

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

2nd 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 Session

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>

18
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 - 2023



<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.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
English Language (9 Credits)					
IEN106	The Art of Writing	3			
IEN107	Critical Reading and Writing	3			
IEN108	Persuasive Presentation	3			
Integrated Professional Skills (21 Credits)					
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			
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

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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			

2.3.2.9 English

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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

2.3.2.10 ASEAN Languages

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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
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.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
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

Program of Study
 Bangkok University International
 Bachelor of Arts Program in International Tourism and Hospitality Management
 Academic Year 2024

First Year
 First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE101	Thinking Skills for Lifelong Learning	3	3		
IGE102	Citizenship and Social Transformation	3	3		
IGE103	Technology and Innovation for the Future	3	3		
IEN106	The Art of Writing	3	3		
IEN108	Persuasive Presentation	3	3		
THI 101	Introduction to Tourism and Hospitality Management	3	3		
		18	18	0	0

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN107	Critical Reading and Writing	3	3	3	3
IGE104	Aesthetics and Well-being for Life	3	3	3	3
IGE105	Global Alliance and Emerging Issues	3	3	3	3
IGE106	Financial Literacy and Sustainable Development	3	3	3	3
IGE107	Entrepreneurial Spirit and Leadership Skills	3	3	3	3
THI 102	Service Quality Management	3	3	3	3
THI 101	Introduction to Tourism and Hospitality Management (Lab Fee 3,000)			3	3
		18	18	21	21

Bachelor of Arts Program in International Tourism and Hospitality Management
Academic Year 2024

Second Year
First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI 201	Cross-Cultural Communication	3	3	3	3
THI 202	International Service Marketing	3	3	3	3
THI 203	Consumer Behavior in Tourism and Hospitality Industries	3	3	3	3
THI 204	People, Management and Change in the Service Industries	3	3		
THI 205	Laws and Regulations of Tourism and Hospitality	3	3		
ICN 271	Chinese Language and Culture (Foreign Language I)	3	3	3	3
IGE101	Thinking Skills for Lifelong Learning			3	3
IEN106	The Art of Writing			3	3
IEN108	Persuasive Presentation			3	3
		18	18	21	21

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE103	Technology and Innovation for the Future			3	3
THI 206	Technology and Innovation in Tourism and Hospitality	3	3	3	3
THI 211	Global Trends and Strategies in Tourism and Hospitality	3	3	3	3
THI 311	Sustainable Tourism and Hospitality	3	3	3	3
THI 312	Meetings, Incentives, Conferences and Exhibitions (MICE)	3	3	3	3
THI 351	Front Office and Housekeeping Operations and Management (Concentration Track I)	3	3	3	3
ICN 272	Chinese for Everyday Life (Foreign Language II)	3	3	3	3
		18	18	21	21

Bachelor of Arts Program in International Tourism and Hospitality Management
Academic Year 2024

Third Year
First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE102	Citizenship and Social Transformation			3	3
THI 204	People, Management and Change in the Service Industries			3	3
THI 205	Laws and Regulations of Tourism and Hospitality			3	3
THI 313	Tour Planning and Operating	3	3	3	3
THI 314	Entrepreneurship in Tourism and Hospitality	3	3	3	3
ICN 373	Chinese for Travelling and Recreation (Foreign Language III)	3	3	3	3
THI 483	Gastronomy of the World (Free Elective I)	3	3		
THI 332	Restaurant Operations (Concentration Track II)	3	3	3	3
		15	15	21	21

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI 391	Career Preparation ฝึก ประสบการณ์วิชาชีพ	3		3	
THI 411	Logistics and Supply Chains for Tourism and Hospitality Industries	3	3	3	3
THI 412	Community-Based Tourism	3	3	3	3
ICN 374	Chinese for Tourism Management (Foreign Language IV)	3	3	3	3
THI 425	Niche Tourism (Concentration Track III)	3	3	3	3
THI 334	Introduction to Wine (Concentration Track IV) ค่า ห้องปฏิบัติการ 4500	3	3	3	3
THI 341	Wellness Tourism (Concentration Track V)	3	3	3	3
		21	18	21	18

Summer Session

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI 392	Internship I (Free Elective) ฝึกประสบการณ์วิชาชีพ	3		3	
		3	0	3	0

Bachelor of Arts Program in International Tourism and Hospitality Management
Academic Year 2024

Fourth Year
First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI 413	Accounting and Finance for Tourism and Hospitality	3	3	3	3
THI 414	Applied Research for Tourism and Hospitality	3	3	3	3
THI 415	Feasibility Studies and Project Management for International Tourism and Hospitality	3	3	3	3
ICN 475	Chinese for Hospitality Management (Foreign Language V)	3	3	3	3
THI 445	Spa Operations and Management (Free Elective II)	3	3	3	3
ICO 301	Pre-Cooperative Education ฝึกประสบการณ์วิชาชีพ		3		3
THI 483	Gastronomy of the World (Free Elective I)			3	3
		15	18	18	21

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI 493	Internship II ฝึกประสบการณ์วิชาชีพ	3		3	
THI 399	Cooperative Education in Tourism and Hospitality Industry ฝึกประสบการณ์วิชาชีพ		6		6
		3	6	3	6

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			

Course Description

International Tourism and Hospitality Management

1. General Education 30 Credits

IEN106	The Art of Writing	3 (2 – 2 – 6)
	Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing	
IEN107	Critical Reading and Writing	3 (2 – 2 – 6)
	Critiquing any reading materials: identifying main ideas and summarizing texts; analyzing the intent, tone, bias, and intended audience of the author; and recognizing propaganda, fake news and disinformation	
IEN108	Persuasive Presentation	3 (2 – 2 – 6)
	Planning, organizing, designing, and delivering persuasive presentations, with an emphasis on using persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as innovative audio-visual media.	
IGE 101	Thinking Skills for Lifelong Learning	3 (3 – 0 – 6)
	A study of the principles of thinking and the development of systematic thinking including analytical thinking, synthesis thinking, critical thinking, problem-solving thinking and creative thinking. Students should be able to connect ideas and effectively choose to apply the appropriate thinking tools in daily life, working life, and lifelong learning.	
IGE 102	Citizenship and Social Transformation	3 (3 – 0 – 6)
	A study of the concepts, traits, rights, duties and freedom of citizenship. Students should be able to keep abreast of and adapt themselves to societal changes in emerging digital and multicultural environments in order to live harmoniously and happily with others and not to encroach on others.	
IGE 103	Technology and Innovation	3 (3 – 0 – 6)
	A study of the concepts, role and the application of technology, including how to become aware of technology and innovation in various areas that improves the quality of life in modern society along with its impact on life, society and economics. This course also focuses on how to protect intellectual property arising from technology and innovation.	

of psychological concepts and techniques of quality management to the day-to-day operations of customer services.

THI201 Cross-Cultural Communication 3 (3 – 0 – 6)

This course explores cross-cultural communication with an emphasis to reduce communication barriers. It examines cultural communication differences in relation to aspects such as high and low-context cultures, gender differences, social conventions, politeness and nonverbal communication. It aims to improve students' confidence, self-development, and cultural awareness required in international professional work setting.

THI202 International Service Marketing 3 (3 – 0 – 6)

This course introduces students to the core principles of marketing with an emphasis on the importance and development of marketing strategies for service industries. It examines the role of marketing in determining the sustainability and growth potential of a business, including attracting and retaining customers, and the value of an appropriate marketing-mix in a competitive environment.

THI203 Consumer Behavior in Tourism and Hospitality Industries 3 (3 – 0 – 6)

The behavior of consumers is a fundamental aspect in understanding the nature of tourism and hospitality as a whole. This course involves critical reflection of the reasons why people behave as they do when becoming a "tourist" or "guest". Aspects of behavior before, during and after the trip will be discussed in light of theories of consumer behavior in tourism and hospitality settings.

THI204 People, Management and Change in the Service Industries 3 (3 – 0 – 6)

This course introduces students to the principles of organizational behavior and human resource management. It will examine how an understanding of human behavior can help in the management of others and self. It will examine fundamental individual and group processes and the ways in which these inform the practices and policies of managing people and changing organizations.

THI205 Laws and Regulations of Tourism and Hospitality 3 (3 – 0 – 6)

This course aims to provide knowledge about business law, and the laws and regulations related to tourism and hospitality in Thailand and elsewhere, including legal aspects in relation to contracts, taxation, custom duties, transportation, the environment, and staff employment.

THI206 Technology and Innovation in Tourism and Hospitality 3 (3 – 0 – 6)

This course introduces students to the concepts of information technology and the application of IT systems deployed in the hospitality and tourism industry. It aims to demonstrate how practitioners use specific technologies and how this can improve their performance. The course entails practice-based session in computer labs.

2.2 Major Requirements 30 credits

THI211 Global Trends and Strategies in Tourism and Hospitality 3 (3 – 0 – 6)

This course examines global trends in the tourism and hospitality sector and explores how this relates to the development of relevant business strategies. It aims to equip students with an applied framework for understanding business strategies and opportunities within the context of international and competitive markets.

THI311 Sustainable Tourism and Hospitality 3 (3 – 0 – 6)

This course aims to provide a critical understanding of the opportunities and constraints involved in achieving a balance between the environmental, social and economic aspects of the tourism and hospitality industries that is needed for sustainable outcomes. It will examine how tourism and hospitality management can embed principles and practices of sustainability. It will explore the key challenges these industries faces both now and in the future. This course may include a field trip.

THI312 Meetings, Incentives, Conferences and Exhibitions (MICE) 3 (3 – 0 – 6)

This course aims to provide an understanding of the importance and characteristics of the meeting, incentive, convention, and exhibition (MICE) industry. It explores the practical aspects of planning, management and operations relevant to MICE businesses. This course may include a field trip.

THI313 Tour Planning and Operating 3 (3 – 0 – 6)

This course explores the concepts of tour organizing, as well as the processes and techniques of tour planning, itinerary writing, including related aspects of marketing and communication with customers. Students will have the opportunity to organize an actual tour of a real destination.

THI314 Entrepreneurship in Tourism and Hospitality 3 (3 – 0 – 6)

This course aims to provide an overview of entrepreneurship in tourism and hospitality, encompassing both management and sociological perspectives. It will examine relevant theories and concepts of entrepreneurship and enterprise development within the tourism context. This will allow students to analyze and evaluate the business environment,

its impact on the tourism industry sectors and potential for entrepreneurship and enterprise development. This course may include a field trip.

THI411 Logistics and Supply Chains for Tourism and Hospitality Industries 3 (3 – 0 – 6)

This course provides an understanding of the role of logistics in the supply chain related to the Hospitality industry. It will explore issues such as the basic terms of logistics, distribution and transportation, the connection between logistics and marketing, the estimation of value and costs in logistics, sourcing and supply management, and logistics future challenges and opportunities. This course may include a field trip.

THI412	Community-Based Tourism	3 (3 – 0 – 6)
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This course examines community-based tourism as a mean of development to meet the social, environmental and economic needs of local communities. This includes an understanding of diverse nature of community involvement and heterogeneity of host communities, structural constraints to local control of tourism businesses, and the requirements of monitoring and recording activities to evaluate actual and potential benefits occurring to local communities. This course may include field trips.

THI413	Accounting and Finance for Tourism and Hospitality	3 (3 – 0 – 6)
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This course provides understanding of accounting and finance applied to tourism and hospitality related industries. It will develop students' ability to prepare, read, understand and use main financial statements as a generalist. It examines the use and the preparation of cost and management data for planning, decision-making and control. It focuses on the estimation of cash flows for investment analysis, as well as the applications of company investment analysis.

THI414	Applied Research in Tourism and Hospitality	3 (3 – 0 – 6)
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This course aims to enable students to undertake a challenging and detailed study of a particular area of interest. It will focus on key skills, including problem identification, problem solving, collection and analysis of secondary data. This may cover practical aspects such as research question selection, research design, sampling, empirical methodology, data collection tools, data analysis by statistical software along with research finding presentation for business development.

THI415 Feasibility Studies and Project Management for International Tourism and Hospitality 3 (3 – 0 – 6)

This course examines feasibility and project management issues for potential businesses in international tourism and hospitality. This includes analysis of global trends, local market situations, and existing competition.

2.3 Major Electives 30 credits

2.3.1 Concentration Track

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.

1) International Tourism Business

THI321 Product Development for International Tourism and Hospitality 3 (3 – 0 – 6)

This course aims to provide an understanding of issues central to the development of products in the international tourism and hospitality sectors. It examines technical issues that can accelerate the development process and management strategies to reduce cost and failure rates. Students will investigate the feasibility of a new product concept.

THI322 Destination Development Planning 3 (3 – 0 – 6)

This course examines the challenges and issues faced by locations pursuing tourism as a business and community development strategy. It will focus on the management and development of destinations in terms of economic, social, cultural and environmental issues and provides an understanding of the planning issues involved in this evolving aspect of international tourism management.

THI323 Global Integrated Passenger Transportation Networks 3 (3 – 0 – 6)

This course gives an understanding of the global growth and demand for passenger transportation. It will explore current developments in technology (including high-speed rail, innovations in air transportation, organizational restructuring, consumer trends and political initiatives aimed at providing integrated transportation that is cost-effective and sustainable. It will examine the challenges and opportunities for the passenger transportation in the 21st century.

THI424 Contemporary Issues in Cruise Tourism 3 (3 – 0 – 6)

Cruise ship tourism is increasingly recognized as a successful and dynamic subsector of the global tourism industry. This course provides an understanding of cruise tourism in terms of different stakeholders, industry structure and operational dimensions. It will examine different cruise regions and their market maturity, such as Caribbean,

Mediterranean, and Asia-Pacific and explore operational issues such as onboard working conditions, as well as the impact on coastal, marine and atmospheric environments, local economies, and the sociocultural nature of port communities.

THI425	Niche Tourism	3 (3 – 0 – 6)
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This course explores the emergence of specialty tourism products that appeal to a small but often dedicated market. It examines the growth and development of niche tourism in the context of evolving tourist motivations, behaviors and experiences. Students will research, identify and assess niche markets, key destinations, and leading companies that specialize in this market segment.

THI426	Airline Business and Technology	3 (3 – 0 – 6)
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Prerequisite: THI206

This course examines the relevance and structure of airline businesses and the current technologies they deploy. This will include a broader understanding of organizational and consumer trends in commercial aviation, as well as specific operational aspects for air passenger transportation, such as timetable, reservations, ticketing, air fare calculation, passenger services, and immigration regulations. The course entails practice-based session in computer labs and may include a field trip.

THI427	Managing Incentive B-2-B Travel Programs	3 (3 – 0 – 6)
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This course examines the essential elements for successfully managing incentive travel programs with a focus on business-to-business applications. This includes an overview of the planning phases and effective project management strategies, as well as reviewing proven solutions that mitigate common risks surrounding incentive travel products.

THI461	Corporate Social Responsibility for International Tourism and Hospitality	3 (3 – 0 – 6)
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This course examines challenges inherent in managing international tourism hospitality businesses that perform well financially as well as environmentally and socially. It explores underlying conceptual changes such as the growing importance of a stakeholder perspective, as well as practical aspects such as the increased measurement of resources and their consumption, pollution controls, monitoring ethical supply chains, and expanded training and awareness of employees.

THI462 Strategic Brand Management (3 – 0 – 6)

This course aims to develop a critical appreciation of the role of strategic brand management in contemporary tourism and hospitality marketing. It will enhance student's

knowledge of the practical and theoretical issues in branding and strategic communications, especially advertising, PR and digital platforms.

THI463 Revenue Management and Pricing 3 (3 – 0 – 6)

Revenue management is the process of offering the right product to the right customer at the right time for the right price. This course examines the fundamental principles and concepts of revenue management, including capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, channel management, and pricing execution.

THI464 Social Media and Viral Marketing 3 (3 – 0 – 6)

This course examines theories and practices of social media and viral marketing in contemporary marketing landscape. It explores how social media and viral marketing facilitates and changes consumer behavior. Students will focus on social media and viral marketing from a strategic perspective as well as on implementation, tactics and measurements.

2) International Hospitality Business

THI331 International Lodging Management 3 (3 – 0 – 6)

A study of evolution and characteristics of various types of lodging businesses such as hotels and resorts, including the management, functions, responsibilities and relationship between various departments in such businesses. This course may include a field trip.

THI332 Restaurant Operations 3 (3 – 8 – 10)

Study of the principles of restaurant management including both restaurant services and kitchen operations. The tasks and responsibilities of restaurant staff, service quality management, menu planning, menu controlling, food purchasing and receiving, storage and disbursement of raw materials, food production and maintenance of physical resources are all covered, with practice in a simulated restaurant.

THI333 Food and Beverage Operations 3 (3 – 4 – 6)

This course examines the structure, tasks and responsibilities of various food and beverage departments in international hospitality businesses. It will provide an understanding of different types of food and beverages, events and banquet formats, as well as practical food and beverage service skills, table setting and clearing, and cleaning and storing equipment.

- THI334 Introduction to Wine 3 (2 – 3 – 6)
This course introduces the geography and history of wine as well as the art of wine making and evaluation. Students will have the opportunity to gain knowledge on food pairing, wine keeping, and wine servicing. A field trip to winery or wine vendors is included.
- THI335 Catering Business Management 3 (3 – 4 – 6)
Study of forms and management principles of catering as well as procedures for operating and planning on-site and off-site catering functions. Emphasis is on providing client contacts, dealing with problems and conflicts, exploring trends in the catering business.
- THI436 MICE Venue Management 3 (3 – 0 – 6)
This course provides the criteria of venue selection, planning, budgeting, coordinating, and preparing the venue in response to types of market target and meeting, incentive, convention, and exhibition (MICE) activities. This course includes field trips.
- THI437 MICE, Sustainability and Standards 3 (3 – 0 – 6)
This course will provide an insight to sustainability and sustainable standards as an opportunity for change; as well as the relevant skill sets of managing, communicating and implementing. This includes studies of climate neutral events together with the necessary reporting guidelines and sustainable event checklists. The following MICE standards are a key focus: ISO 50001: Energy Management, ISO 22000: Food Safety Management, TISI 22300: MICE Security Management Systems, ISO 20121: Event Sustainability Management Systems, ISO 22301: Business Continuity Management Systems and Thailand MICE venue Standard (TMVS).
- THI438 Innovation Strategies for Hospitality Business 3 (3 – 0 – 6)
This course covers innovations principles, ideas, methods and relevant processes to develop and improve hospitality business performance in order to achieve higher profitability and market share including innovation of product and services, marketing, process and organizational productivity.
- 3) Health and Wellness Tourism
- THI341 Wellness Tourism 3 (3 – 0 – 6)
This course examines the concepts and practices of wellness tourism, including holistic approaches to well-being, various therapeutic methods, as well as regulations and licensing aspects. The integration of tourism and wellness businesses such as resorts, spas or clinics, through relevant management strategies is a key focus. This course may include a field trip.

THI342	Health and Medical Tourism	3 (3 – 0 – 6)
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This course examines emerging tourism market segments in relation to the globalization of healthcare. This includes a critical exploration of concepts such as medical tourism and medical travel, as well as related aspects of integrating tourism to healthcare provision. A core focus is the unique position of Thailand as an active and growing health and medical tourism destination.

THI343	Sports Tourism	3 (3 – 0 – 6)
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Tourism generated by sports activities and events is an emerging trend in the development of major destination areas. This course provides an understanding of sports tourism in terms of participants, policy makers, and service providers. It will examine the profiles, motivations and behavior patterns of sports tourists, their socio-economic impact, the response by policy makers, as well as providers' marketing and overall strategic directions.

THI444	Health and Wellness Design	3 (3 – 0 – 6)
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This course provides an understanding how a service organization's physical, social and natural environment may influence consumers and employees. It will examine how external stimuli through, for example, face-to-face or online interaction, interior design, building layouts, and landscaping can influence the behavior of consumer and employee in healthcare and hospitality settings. It will explore a range of contemporary issues such as therapeutic landscapes, seasonal movements for health enhancement, luxury designs and cosmetic surgery, patient experiences and gender.

THI445	Spa Operations and Management	3 (3 – 0 – 6)
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This course examines the evolution of spa businesses and their integration with health and wellness tourism. It will provide an understanding of key aspects of managing and operating spa businesses, including different therapies, products, and regulations. This course may include field trips.

4) Hotel Management

THI332	Restaurant Operations	3 (3 – 8 – 10)
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Study of the principles of restaurant management including both restaurant services and kitchen operations. The tasks and responsibilities of restaurant staff, service quality management, menu planning, menu controlling, food purchasing and receiving, storage and disbursement of raw materials, food production and maintenance of physical resources are all covered, with practice in a simulated restaurant.

- THI333 Food and Beverage Operations 3 (3 – 4 – 6)
- This course examines the structure, tasks and responsibilities of various food and beverage departments in international hospitality businesses. It will provide an understanding of different types of food and beverages, events and banquet formats, as well as practical food and beverage service skills, table setting and clearing, and cleaning and storing equipment.
- THI351 Front Office and Housekeeping Operations
and Management 3 (3 – 4 – 6)
- A study of front office management, including department structure, roles and responsibilities, codes of conduct, reservations systems, greeting, guest registration, room allocation, telephone handling, information service management, customer relations and problem solving skills, as well as coordinating with other departments.
- THI352 Digital Marketing for Hotel Business 3 (3 – 0 – 6)
- This course covers the idea of digital marketing communication; media planning and how to reach the stakeholders, marketing promotion activities, brand differentiation in the hotel business, and potential trends of communication technology with the customers, the effect of new methods of marketing communication, communication evaluation and marketing campaigns.
- THI453 Hotel Planning, Design and Development 3 (3 – 0 – 6)
- This course examines the practice and theory of hotel planning, development, and design. Students will explore various types of hotel designs, such as urban hotels, boutique hotels, multi-branded hotels, resort hotels, convention hotels, and how these types determine the planning and development of premises. In addition, the course examines important factors, such as location, environment, budget, building regulations and social responsibility.
- THI454 Environmental Planning and Design for Hotel Businesses 3 (3 – 0 – 6)
- A study of layout planning for hotel business including facility usage and preparation for services, needs investigation, selection, designing, improvement, application, and technologies for conveniences with consideration of environmental standards for hotel businesses.

THI455 Crisis Management in Hotel and Restaurant Businesses 3 (3 – 0 – 6)

This course examines the principles of business planning and management required for emergency situations that can occur in the hotel and restaurant businesses. It primarily focuses on minimizing the impact of disasters to the operation of these businesses.

2.3.2 Foreign Languages for Professional

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;

1) Thai

ITH271 Thai Language and Culture 3 (2 – 2 – 6)

This course is an introduction to the Thai language with an emphasis on comprehension of the spoken language and appreciation of Thai culture, leading to the ability to function effectively at a basic level. This course may include field trips.

ITH272 Thai for Everyday Life 3 (2 – 2 – 6)

This course is the continuation of “Thai Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

ITH373 Thai for Travelling and Recreation 3 (2 – 2 – 6)

This course introduces students to the Thai language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

ITH374 Thai for Tourism Management 3 (2 – 2 – 6)

This course introduces students to the Thai language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

ITH475 Thai for Hospitality Management 3 (2 – 2 – 6)

This course introduces students to the Thai language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

2) Korean

IKR271 Korean Language and Culture 3 (2 – 2 – 6)

This course is an introduction to the Korean language with an emphasis on comprehension of the spoken language and appreciation of Korean culture, leading to the ability to function effectively at a basic level.

IKR272	Korean for Everyday Life	3 (2 – 2 – 6)
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This course is the continuation of “Korean Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

IKR373	Korean for Travelling and Recreation	3 (2 – 2 – 6)
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This course introduces students to the Korean language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

IKR374	Korean for Tourism Management	3 (2 – 2 – 6)
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This course introduces students to the Korean language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

IKR475	Korean for Hospitality Management	3 (2 – 2 – 6)
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This course introduces students to the Korean language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

3) Japanese

IJP271	Japanese Language and Culture	3 (2 – 2 – 6)
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This course is an introduction to the Japanese language with an emphasis on comprehension of the spoken language and appreciation of the Japanese culture, leading to the ability to function effectively at a basic level.

IJP272	Japanese for Everyday Life	3 (2 – 2 – 6)
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This course is the continuation of “Japanese Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

IJP373	Japanese for Travelling and Recreation	3 (2 – 2 – 6)
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This course introduces students to the Japanese language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

IJP374 Japanese for Tourism Management 3 (2 – 2 – 6)

This course introduces students to the Japanese language used in the tourism industry and to technical terms in listening speaking, reading, and writing.

IJP475 Japanese for Hospitality Management 3 (2 – 2 – 6)
 This course introduces students to the Japanese language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

4) Chinese

ICN271 Chinese Language and Culture 3 (2 – 2 – 6)
 This course is an introduction to the Chinese language with an emphasis on comprehension of the spoken language and appreciation of the Chinese culture, leading to the ability to function effectively at a basic level.

ICN272 Chinese for Everyday Life 3 (2 – 2 – 6)
 This course is the continuation of “Chinese Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

ICN373 Chinese for Travelling and Recreation 3 (2 – 2 – 6)
 This course introduces students to the Chinese language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

ICN374 Chinese for Tourism Management 3 (2 – 2 – 6)
 This course introduces students to the Chinese language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

ICN475 Chinese for Hospitality Management 3 (2 – 2 – 6)
 This course introduces students to the Chinese language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

5) Italian

IIL271 Italian Language and Culture 3 (2 – 2 – 6)
 This course is an introduction to the Italian language with an emphasis on comprehension of the spoken language and appreciation of the Italian culture, leading to the ability to function effectively at a basic level.

IIL272 Italian for Everyday Life 3 (2 – 2 – 6)
 This course is the continuation of “Italian Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

IIL373 Italian for Travelling and Recreation 3 (2 – 2 – 6)
 This course introduces students to the Italian language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

IIL374 Italian for Tourism Management 3 (2 – 2 – 6)
 This course introduces students to the Italian language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

IIL475 Italian for Hospitality Management 3 (2 – 2 – 6)
 This course introduces students to the Italian language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

6) Spanish

ISP271 Spanish Language and Culture 3 (2 – 2 – 6)
 This course is an introduction to the Spanish language with an emphasis on comprehension of the spoken language and appreciation of the Spanish culture, leading to the ability to function effectively at a basic level.

ISP272 Spanish for Everyday Life 3 (2 – 2 – 6)
 This course is a continuation of “Spanish Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

ISP373 Spanish for Travelling and Recreation 3 (2 – 2 – 6)
 This course introduces students to the Spanish language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

ISP374 Spanish for Tourism Management 3 (2 – 2 – 6)
 This course introduces students to the Spanish language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

ISP475 Spanish for Hospitality Management 3 (2 – 2 – 6)
 This course introduces students to the Spanish language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

7) French

IFR271	French Language and Culture	3 (2 – 2 – 6)
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This course is an introduction to the French language with an emphasis on comprehension of the spoken language and appreciation of the French culture, leading to the ability to function effectively at a basic level.

IFR272	French for Everyday Life	3 (2 – 2 – 6)
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This course is the continuation of “French Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

IFR373	French for Travelling and Recreation	3 (2 – 2 – 6)
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This course introduces students to the French language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

IFR374	French for Tourism Management	3 (2 – 2 – 6)
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This course introduces students to the French language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

IFR475	French for Hospitality Management	3 (2 – 2 – 6)
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This course introduces students to the French language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

8) German

IGR271 German Language and Culture 3 (2 – 2 – 6)

This course is an introduction to the German language with an emphasis on comprehension often spoken language and appreciation of the German culture, leading to the ability to function effectively at a basic level.

IGR272 German for Everyday Life 3 (2 – 2 – 6)

This course is the continuation of “German Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

IGR373 German for Travelling and Recreation 3 (2 – 2 – 6)
 This course introduces students to the German language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

IGR374 German for Tourism Management 3 (2 – 2 – 6)
 This course introduces students to the German language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

IGR475 German for Hospitality Management 3 (2 – 2 – 6)
 This course introduces students to the German language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

9) English

IEN271 Business English I 3 (2 – 2 – 6)
 The course builds students' listening comprehension and oral communication as well as etiquettes in professional interaction. Students will practice skills for communication relevant for situations in business and commerce, such as making and responding to a request, stating an agreement or disagreement, giving an opinion and arguing with an idea.

IEN272 Business English II 3 (2 – 2 – 6)
 This course will develop the core language skills required for business and commerce. The students will read various types of texts, such as business reports and correspondence, travel logs, customer reviews. Topics include identifying the main idea and supporting details, determining the text's purpose and tone, identifying patterns of organization in a paragraph or passage, recognizing the relationships between sentences, and identifying and using context clues to determine the meaning.

IEN373 Oral Communication in the Service Sector 3 (2 – 2 – 6)
 Prerequisite: IEN271 or Dean's Approval
 This course advances the students' business conversation skills required in the service sector. It focuses on practice of responding appropriately to others, and taking part in informal discussions and exchanges. Case studies will be used to introduce business concepts and vocabulary for analysis and discussion, expression of plans and opinions, and practice in both formal and informal presentations.

IEN374 Business Correspondence in the Service Sector 3 (2 – 2 – 6)

Prerequisite: IEN272 or Dean's Approval

This course provides an understanding of the core principles of rhetoric, such as the elements of an argument for and persuasive texts in the service sector. This includes the analysis of content and presentation of information and propositions in newspaper and business magazine articles and editorials.

IEN475 Business English for Negotiations and Persuasion 3 (2 – 2 – 6)

Prerequisite: IEN271 or Dean's Approval

This course provides an understanding of the principles and techniques in business negotiations and persuasion. Students will practice preparing structures of different types of negotiations and persuasion and their implementing through the roles of communication, different types of power, cultural factors affecting negotiations, and practical negotiating frameworks and tactics.

10) ASEAN Languages

IVN101 Vietnamese Language and Culture I 3 (2 – 2 – 6)

An introduction to the Vietnamese language with the emphasis on comprehension of the language and appreciation of the Vietnamese culture, leading to the ability to function effectively at a basic level.

IVN102 Vietnamese Language and Culture II 3 (2 – 2 – 6)

Prerequisite: IVN101 or Dean's Approval

A continuation of IVN101 whereby students study the language and culture and practice intermediate listening, speaking, reading and writing.

IBH101 Bahasa Malaysia/ Indonesia I 3 (2 – 2 – 6)

An introduction to the Bahasa Malaysian/Indonesian language with the emphasis on comprehension of the language and appreciation of the Malaysian/Indonesian culture, leading to the ability to function effectively at a basic level.

IBH102 Bahasa Malaysia/ Indonesia II 3 (2 – 2 – 6)

Prerequisite: IBH101 or Dean's Approval

A continuation of IBH101 whereby students study the language and culture and practice intermediate listening, speaking, reading and writing.

IKM101	Khmer Language and Culture I	3 (2 – 2 – 6)
	An introduction to Khmer language with the emphasis on comprehension of the language and appreciation of the Cambodian culture, leading to the ability to function effectively at a basic level.	
IKM102	Khmer Language and Culture II	3 (2 – 2 – 6)
Prerequisite:	IKM101 or Dean's Approval	
	A continuation of IKM101 whereby students study the language and culture and practice intermediate listening, speaking, reading and writing.	
ITG101	Tagalog Language and Filipino Culture I	3 (2 – 2 – 6)
	An introduction to Tagalog language with the emphasis on comprehension of the language and appreciation of the Filipino culture, leading to the ability to function effectively at a basic level.	
ITG102	Tagalog Language and Filipino Culture II	3 (2 – 2 – 6)
Prerequisite:	ITG101 or Dean's Approval	
	A continuation of ITG101 whereby students study the language and culture and practice intermediate listening, speaking, reading and writing.	
IMR101	Myanmar Language and Culture I	3 (2 – 2 – 6)
	An introduction to Myanmar language with the emphasis on comprehension of the language and appreciation of the Myanmar culture, leading to the ability to function effectively at a basic level.	
IMR102	Myanmar Language and Culture II	3 (2 – 2 – 6)
Prerequisite:	IMR101 or Dean's Approval	
	A continuation of IMR101 whereby students study the language and culture and practice intermediate listening, speaking, reading and writing.	

3. Free Electives 6 credits

THI480	World Geography for Tourism	3 (3 – 0 – 6)
<p>This course provides the overview of Southeast Asia and the global geography, landscape characteristics, climate zones, and ethnic groups. The correlation between the geographical conditions and tourism management in both local and international tourism destinations especially in the natural-based destinations, historical destinations, and livelihoods are explored in order to effectively plan the tourism development accordingly.</p>		

- THI481 Heritage Tourism and Museum Management 3 (3 – 0 – 6)
- This course examines the development of cultural heritage tourism resources as primary or secondary destination products. Students examine the range of cultural and heritage assets that can become viable tourism attractions including museums, the performing arts, historic sites, and national parks. Topics include current and future cultural and heritage trends; the role of the organizations involved in cultural heritage tourism; and using cultural heritage resources for economic development.
- THI482 Climate Change Adaptation and Mitigation in Tourism 3 (3 – 0 – 6)
- Climate change is one of the greatest challenges facing the environment today. This course examines how tourism is affected by climate change, as well as being a significant contributor to climate change. It explores how the industry adapts to these challenges, and how mitigation efforts can make a difference to the question of sustainability.
- THI483 Gastronomy of the World 3 (3 – 0 – 6)
- This course explores the history and relevance of various national and regional foods, foods for special occasions, as well as the unique aspects of different food cultures. This course may include a field trip.
- THI484 Digital Photography for Tourism Promotion 3 (3 – 0 – 6)
- This course provides the basic principle of Digital Photography for Tourism Promotion. Through directed projects students will examine basic camera control and aspects such as the relationship of aperture, shutter speed and ISO setting, rules of composition and ratios, balancing elements, leading lines. Students will also explore photographic trends in tourism marketing.
- THI485 Travel Writing 3 (3 – 0 – 6)
- This course provides the techniques and various styles of writing to share travel experiences and knowledge in various aspects such as culture, tourist destinations, livelihoods, foods, festivals. Students have a chance to practice travel writing based on their interest.
- THI486 Zen and the Art of Travel 3 (3 – 0 – 6)
- This course explores how individual travel can provide a deeper understanding of culture, beliefs, wisdom, and everyday practices. It examines the experiential learning processes that travelling may offer when it meaningfully engages with new places.

THI487	Aesthetics for Living	3 (3 – 0 – 6)
This course provides an understanding of the notion of Aesthetics of Living through experiencing the nature, art, performance, music, and culture. It emphasizes on learning process based on various media and diverse experience.		
THI488	Independent Study	3 (0 – 0 – 12)
This is an individual study of a selected topic in tourism and hospitality industries under the supervision and recommendation of faculty member.		
THI489	Special Topic in Tourism and Hospitality Management	3 (3 – 0 – 6)
A study of an interesting, current, and relevant topic related to tourism and hospitality.		

4. Professional Internship 9 credits

Students can choose any of the following tracks;

4.1 Cooperative Education Track

ICO301	Pre-Cooperative Education	3 (3 – 0 – 6)
This course features concept of cooperative education and prepares students for work by enhancing essential skills such as preparing documents for job application, choosing establishments, interview techniques, communication skill development including cross-generation communication, communicating in English, cross-cultural communication. Also, this course focuses on creative teamwork skills in different enterprise cultures, psychology of working with others, emotion development techniques, adjusting to changes, entrepreneurial spirit, report writing and presentation techniques, etiquette in workplace as well as moral and professional ethics.		

THI399	Cooperative Education in Tourism and Hospitality Industry	6 (0 – 40– 0)
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Prerequisite: ICO301

Students study the practical working system in a workplace through being an employee. The course is designed to prepare students to be ready for professional careers by working in principle and systematic operations. Students are required to work full time for at least a semester of 16 weeks. The assigned work must be of high quality or work that provides practical experience in the students' major fields of study or a proposed project or work that benefits an organization as a whole. The Cooperative education will be monitored and evaluated under cooperation between the school departments and the work placements. Students are required to submit an evaluation report at the end of the placement.

4.2 Internship Track

THI391 Career Preparation 3 (3 - 0 - 6)

This course aims to prepare students to be equipped with necessary working skills including job selection based on personal characteristics, job interview preparation, personality development, job application process and good practice for working in tourism industry. Professionals in tourism industry are invited to share their knowledge and experiences in this course.

THI392 Internship I 3 (0 - 40 - 0)

Prerequisite : THI101, THI102 and THI391 or Dean's Approval

Students apply the studied theories to their practicum training at tourism related industries both in domestic or overseas organization under College's approval. Students are trained for a minimum of 10 weeks or approximately 400 hours. The internship is under the faculty's supervision and evaluated by both faculty and training organization. Students are required to submit internship report after finishing the internship.

THI493 Internship II 3 (0 - 40 - 0)

Prerequisite : Passed THI392 or Dean's Approval

Advanced practical training for students to apply the studied theories and experience from Internship I to the real working situation in tourism and hospitality related industries both in domestic or overseas organization under the program chair's approval. Students are trained for one semester or at least 10 weeks consecutively of approximately 400 hours. The internship is under the faculty's supervision and evaluated by both faculty and training organization. Students are required to submit internship report along with a tourism business development project after finishing the internship. Moreover, after the period of internship, students are also required to attend the seminar organized by the instructor to present their works and discuss with their peers.