

PROGRAM STRUCTURE

LEVEL : Undergraduate
SCHOOL : School of Management
PROGRAM : 623121001 : Bachelor of Business Administration Program in Aviation Business Management (Aviation Service)
PROGRAM YEAR : 2562

PHILOSOPHY

The Aviation Business Management graduates will be trained and equipped with aviation business and other related industries knowledge, abilities, and skills, for instances, in-flight service, passenger ground service, food and beverages service, air cargo service, and aviation safety. The graduates will also possess basic business administration knowledge for their aviation careers. The program focuses on training the graduates to match with the current and future domestics and international demand for aviation personnel.

PURPOSE

1. Become the experts in aviation business management, which includes, in-flight service, passenger ground service, food and beverages service, air cargo service, and aviation safety.
2. Possess the business administration knowledge and skills that can be adapted to aviation business.
3. Have a good personality and attitude towards aviation business which are the important attributes for aviation personnel in both domestic and international.
4. Adapt the information technology and learn innovation to the aviation business.
5. Live and work with creativity while preserving the core value, ethics, moralities, and being responsible to the society.

1 General Education Course MINIMUM CREDIT : 30

1.1 Language Course MINIMUM CREDIT : 15

| Course Code | COURSE | CREDIT |
|----------------|--|-----------|
| 1005120 | Thai for Communication E2: 1001105 Thai Language Skills 3 (3-0-6) OR E1: 1005121 Thai Language Conversation in Daily Life 3 (2-2-5) | 3 (3-0-6) |
| 1006134 | English for Communication 1 P: 1006002 Intensive English 0 (3-0-6) OR P: 1006003 Intensive English for English Majors 0 (3-0-6) | 3 (3-0-6) |
| 1006135 | English for Communication 2 P: 1006134 English for Communication 1 3 (3-0-6) | 3 (3-0-6) |

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| <u>2408101</u> | Chinese 1 E2: 2408001 Chinese 1 3 (3-0-6) OR E2: 1007101 Chinese 1 3 (3-0-6) | 3 (3-0-6) |
| <u>2408102</u> | Chinese 2 P: 2408101 Chinese 1 3 (3-0-6) OR P: 2408001 Chinese 1 3 (3-0-6) OR P: 1007101 Chinese 1 3 (3-0-6) ----- E2: 2408002 Chinese 2 3 (3-0-6) | 3 (3-0-6) |

1.2 Social Science Course MINIMUM CREDIT : 6

| Course Code | COURSE | CREDIT |
|-----------------------|--|-----------|
| <u>1203102</u> | Managing Organization and Entrepreneurship | 3 (3-0-6) |
| <u>1601104</u> | Global Citizenship E1: 1601103 Know Your Laws 3 (3-0-6) AND E1: 2302102 Man and Society 3 (3-0-6) OR E1: 1601103 Know Your Laws 3 (3-0-6) AND E1: 2302101 ASEAN Studies 3 (3-0-6) | 3 (3-0-6) |

1.3 Science and Mathematics Course MINIMUM CREDIT : 6

| Course Code | COURSE | CREDIT |
|-----------------------|---|-----------|
| <u>1101105</u> | Sciences and Mathematics All Around E1: 1101100 Science for Life 3 (3-0-6) AND E1: 1106100 Mathematics for Life 3 (3-0-6) | 3 (3-0-6) |
| <u>1301110</u> | Introduction to Information Technology and Data Science E1: 1301104 Introduction to Information Technology 3 (2-2-5) OR E1: 1301107 Basic Information Technology 3 (2-2-5) | 3 (2-2-5) |

1.4 Humanities Course MINIMUM CREDIT : 3

| Course Code | COURSE | CREDIT |
|-----------------------|--|-----------|
| <u>1001127</u> | Psychology in Daily Life E2: 1001141 General Psychology 3 (3-0-6) | 3 (3-0-6) |

1.5 Integrative Course (non-credit) MINIMUM CREDIT : -

| Course Code | COURSE | CREDIT |
|----------------------|---------------|-----------|
| <u>MFU333</u> | MFU Character | 0 (0-6-2) |

2 Specific Required Course MINIMUM CREDIT : 96

2.1 Core Course MINIMUM CREDIT : 27

| Course Code | COURSE | CREDIT |
|-----------------------|--|-----------|
| <u>1106106</u> | Foundation Mathematics for Business E1: 1106103 Mathematics 1 3 (3-0-6) | 3 (3-0-6) |
| <u>1201117</u> | Fundamentals of Accounting E2: 1201111 Principles of Accounting 3 (3-0-6) OR E1: 1201101 Foundations of Accounting 3 (2-2-5) OR E1: 1201115 Elementary Accounting 1 3 (2-2-5) AND E1: 1201116 Elementary Accounting 2 3 (2-2-5) | 3 (2-2-5) |
| <u>1203105</u> | Business Statistics E2: 1203104 Statistics for Business Research 3 (3-0-6) OR E1: 1202212 Economic Statistics 3 (2-2-5) | 3 (3-0-6) |
| <u>1203212</u> | Business Finance P: 1201114 Elementary Accounting 2 3 (3-0-6) OR P: 1201211 Principles of Accounting 2 2 (2-0-4) OR P: 1201116 Elementary Accounting 2 3 (2-2-5) OR P: 1201117 Fundamentals of Accounting 3 (2-2-5) OR P: 1201101 Foundations of Accounting 3 (2-2-5) OR P: 1201111 Principles of Accounting 3 (3-0-6) | 3 (3-0-6) |
| <u>1209312</u> | Business Operations and Production Development P: 1209203 Quantitative Analysis for Business Management 3 (3-0-6) OR P: 1210215 Quantitative Model for Aviation Business 3 (2-2-5) OR P: 1210219 Quantitative Analysis for Flight Operation 3 (3-0-6) OR P: 1209209 Quantitative Analysis for Logistics Management 3 (3-0-6) OR P: 1203252 Quantitative Analysis 3 (3-0-6) OR P: 1210206 Quantitative Analysis in Flight Operation 1 3 (3-0-6) AND P: 1210207 Quantitative Analysis in Flight Operation 2 3 (3-0-6) ----- E2: 1203253 Production and Operations Management 3 (3-0-6) | 3 (3-0-6) |
| <u>1210102</u> | Introduction to Aviation Business Management E1: 1210104 Introduction to Airline Business 3 (3-0-6) | 3 (3-0-6) |
| <u>1210209</u> | Business Model and Innovation Marketing for Aviation Business E2: 1210203 Marketing for Aviation Business 3 (3-0-6) | 3 (3-0-6) |
| <u>1210210</u> | Safety Management System in Aviation | 3 (3-0-6) |

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| 1210220 | English for Aviation Business Communication E2: 1006321 English for Aviation Business 3 (2-3-5) | 3 (2-2-5) |
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2.2 MINIMUM CREDIT : 57

2.2.1 MINIMUM CREDIT : 54

| Course Code | COURSE | CREDIT |
|----------------|---|------------|
| 1210107 | Social and Personality Development | 3 (3-0-6) |
| 1210212 | Ticketing Reservation and Distribution System E2: 1210201 Aviation Business Information System 3 (2-2-5) | 3 (2-2-5) |
| 1210214 | Dangerous Goods Regulations for Air Transport | 3 (3-0-6) |
| 1210215 | Quantitative Model for Aviation Business | 3 (2-2-5) |
| 1210221 | Airport Operation and Management | 3 (3-0-6) |
| 1210222 | Aviation Security Awareness | 3 (3-0-6) |
| 1210223 | Cabin and Inflight Operation | 3 (3-0-6) |
| 1210307 | Laws and Regulations in Aviation Industry | 3 (3-0-6) |
| 1210308 | Risk Management in Aviation Business | 3 (3-0-6) |
| 1210314 | Aviation Business Research | 3 (2-2-5) |
| 1210316 | Air Cargo Service Management | 3 (3-0-6) |
| 1210318 | Airline Traffic Planning | 3 (3-0-6) |
| 1210326 | Aviation Logistics and Supply Chain Management | 3 (3-0-6) |
| 1210402 | Passenger Ground Services | 3 (3-0-6) |
| 1210405 | Co-operative Education E1: 1210406 Overseas Training 9 (0-40-9) | 9 (0-40-9) |
| 1210407 | Aviation Medicine and Hygiene E2: 1210305 Aviation Business Health and Hygiene 3 (3-0-6) | 3 (3-0-6) |

2.2.2 MINIMUM CREDIT : 3

| Course Code | COURSE | CREDIT |
|----------------|--|-----------|
| 1008111 | Japanese 1 E2: 1008105 Basic Japanese 1 3 (2-3-5) | 3 (2-3-5) |
| 1008301 | Korean 1 E2: 1008115 Basic Korean 1 3 (3-0-6) OR E1: 1008307 Korean 1 3 (3-0-6) | 3 (3-0-6) |
| 1009101 | French 1 | 3 (3-0-6) |
| 1009310 | Spanish 1 | 3 (3-0-6) |

2.3 MINIMUM CREDIT : 12

| Course Code | COURSE | CREDIT |
|----------------|-----------------------------|-----------|
| 1203242 | Human Resources Management | 3 (3-0-6) |
| 1210224 | Cargo Skills and Procedures | 3 (3-0-6) |

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| <u>1210225</u> | Project Feasibility Analysis in Aviation Business | 3 (3-0-6) |
| <u>1210301</u> | Impressive Presentation and Effective Negotiation | 3 (2-2-5) |
| <u>1210320</u> | Airline Catering Business Management | 3 (3-0-6) |
| <u>1210343</u> | Chinese for Aviation Business 1 P: 1007102 Chinese 2 3 (3-0-6) OR P: 2408002 Chinese 2 3 (3-0-6) OR P: 2408102 Chinese 2 3 (3-0-6) | 3 (3-0-6) |
| <u>1210344</u> | Chinese for Aviation Business 2 P: 1210343 Chinese for Aviation Business 1 3 (3-0-6) | 3 (3-0-6) |
| <u>1210345</u> | Japanese for Aviation Business 1 P: 1008111 Japanese 1 3 (2-3-5) OR P: 1008105 Basic Japanese 1 3 (2-3-5) | 3 (3-0-6) |
| <u>1210346</u> | Japanese for Aviation Business 2 P: 1210345 Japanese for Aviation Business 1 3 (3-0-6) | 3 (3-0-6) |
| <u>1210347</u> | French for Aviation Business 1 P: 1009101 French 1 3 (3-0-6) | 3 (3-0-6) |
| <u>1210348</u> | French for Aviation Business 2 P: 1210347 French for Aviation Business 1 3 (3-0-6) | 3 (3-0-6) |
| <u>1210360</u> | Korean for Aviation Business 1 P: 1008301 Korean 1 3 (3-0-6) | 3 (3-0-6) |
| <u>1210361</u> | Spanish for Aviation Business 1 P: 1009310 Spanish 1 3 (3-0-6) | 3 (3-0-6) |
| <u>1210417</u> | Human Factors in Aviation Industry | 3 (3-0-6) |

3 MINIMUM CREDIT : 6

REMARKS

P : Prerequisite Course

E1 : One-way Equivalent

E2 : Two-way Equivalent

รายวิชา 1006393 Principles of Translation 3(3-0-6) ในกรณีที่นักศึกษาไม่สามารถใช้ภาษาไทยได้ ให้เรียนรายวิชา 1006382 Directed Studies แทน

รายวิชา 1006397 Comparative Study of English and Thai 3(3-0-6) ในกรณีที่นักศึกษาไม่สามารถใช้ภาษาไทยได้ ให้เรียนรายวิชา 1006381 Selected Reading แทน