

PROGRAM STRUCTURE

LEVEL : Undergraduate
SCHOOL : School of Management
PROGRAM : 643120700 : Bachelor of Business Administration Program in Hospitality Industry Management
PROGRAM YEAR : 2564

PHILOSOPHY

Bachelor of Business Administration (BBA), program in Hospitality Industry Management (HIM) is committed to produce a well-rounded knowledgeable graduate that well equipped with three main curriculum principles, consisting of Management, Innovation, Marketing skills. By having these three skills, students will have an exceptional drive on service mind and operational skills in the hospitality industry. Students can adapt to work in a multicultural culture under changing circumstances and global perspective. Students can integrate a knowledge for service processes with the use of technology efficiently. They also have professional ethics in hospitality industry. Therefore, human resource development is very essential in hospitality industry. The HIM program has developed a Work Integrated Learning (WIL) in our course. We believe that combining with teaching and work learning, along with 21st century learning skills (3Rs + 8Cs + 2Ls) can achieve results that necessary for the students.

PURPOSE

1. Students have morals and professional ethics in hospitality industry. Students are responsible for working in different cultures under various circumstances.
2. Students have good personality and attitude to work in the hospitality industry.
3. Students have knowledge, competency and skills in business administration and hospitality industry to create the concept of entrepreneurship.
4. Students have skills to seek new knowledge and become a lifelong continuous learner, as well as a professional inter-personal communicator. They are logically able to use technology that is suitable for the job.

1 MINIMUM CREDIT : 30

1.1 MINIMUM CREDIT : 15

Course Code	COURSE	CREDIT
1005120	Thai for Communication	3 (3-0-6)
	E2: 1001105 Thai Language Skills 3 (3-0-6) OR	
	E1: 1005121 Thai Language Conversation in Daily Life 3 (2-2-5)	

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)
2408101	Chinese 1 E2: 2408001 Chinese 1 3 (3-0-6) OR E2: 1007101 Chinese 1 3 (3-0-6)	3 (3-0-6)
2408102	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 MINIMUM CREDIT : 3

Course Code	COURSE	CREDIT
1001127	Psychology in Daily Life E2: 1001141 General Psychology 3 (3-0-6)	3 (3-0-6)

1.3 MINIMUM CREDIT : 6

Course Code	COURSE	CREDIT
1203102	Managing Organization and Entrepreneurship	3 (3-0-6)
1601104	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)

1.4 MINIMUM CREDIT : 6

Course Code	COURSE	CREDIT
1101105	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)
1301110	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)

1.5 MINIMUM CREDIT : -

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

2 MINIMUM CREDIT : 95

2.1 MINIMUM CREDIT : 27

Course Code	COURSE	CREDIT
<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>1202221</u>	Principles of Economics	3 (3-0-6)
<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>1203121</u>	Principles of Marketing	3 (3-0-6)
<u>1203135</u>	Introduction to Business and Organization Management	3 (3-0-6)
<u>1203204</u>	Human Resources Management and Organization Behavior	3 (3-0-6)
<u>1203205</u>	Business Laws and Taxation	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>1203334</u>	Business Venture and Entrepreneurship P: 1203212 Business Finance 3 (3-0-6)	3 (3-0-6)

2.2 MINIMUM CREDIT : 62

Course Code	COURSE	CREDIT
<u>1207102</u>	Personality for Service Professional	3 (2-2-5)
<u>1207103</u>	Hotel and Lodging Operations and Management	3 (2-2-5)
<u>1207203</u>	Ethics and Sustainability in Tourism and Hospitality Industry	3 (3-0-6)
<u>1207205</u>	International Tourism and Hospitality Business Management	3 (3-0-6)

<u>1207212</u>	Housekeeping Management	3 (2-2-5)
<u>1207213</u>	Front Office Management	3 (2-2-5)
<u>1207216</u>	Research Method for Tourism and Hospitality	3 (3-0-6)
<u>1207218</u>	Tourist Behavior and Service Psychology	3 (3-0-6)
	E1: 1207206 Service Psychology and Service Operation Management 3 (3-0-6) AND	
	E1: 1207208 Tourist Behavior 3 (3-0-6)	
<u>1207301</u>	Introduction to Tourism and Hospitality Industry	3 (3-0-6)
<u>1207305</u>	MICE and Event Management	3 (2-2-5)
	E2: 1205306 Fundamentals of Event and MICE 3 (2-2-5)	
	OR	
	E2: 1205332 MICE Management 3 (2-2-5)	
<u>1207314</u>	Food and Beverage Service and Management	3 (2-2-5)
<u>1207315</u>	Service Marketing in Hospitality Industry	3 (3-0-6)
<u>1207316</u>	Innovation and Technology Management in Tourism and Hospitality Industry	3 (2-2-5)
<u>1207317</u>	Internal Internship	3 (0-12-3)
<u>1207403</u>	Revenue Management and Cost Control in Hospitality Industry	3 (3-0-6)
<u>1207423</u>	Kitchen Management	3 (2-2-5)
<u>1207424</u>	Food Preparation and Culinary Skills	3 (2-2-5)
<u>1207482</u>	Seminar in Hospitality Industry	2 (1-2-3)
<u>1207490</u>	Senior Project	3 (0-9-3)
<u>1207496</u>	Co-operative Education	6 (0-40-6)

2.3 MINIMUM CREDIT : 6

Course Code	COURSE	CREDIT
<u>1205334</u>	Airlines Business Management	3 (2-2-5)
	E2: 1205350 Airlines Business Management 3 (3-0-6)	
<u>1205337</u>	Fundamentals of Passenger Transportation	3 (2-2-5)
<u>1205342</u>	Souvenir Business Management	3 (2-2-5)
	E2: 1205340 Souvenir Business Management 3 (2-2-5)	
<u>1207215</u>	Facilities Management	3 (3-0-6)
<u>1207306</u>	Cruise Lines Business Management	3 (2-2-5)
	E2: 1205335 Cruise Lines Business Management 3 (2-2-5)	
<u>1207307</u>	English for Hospitality Industry	3 (2-2-5)
<u>1207308</u>	Arts of Contemporary Flower Arrangement and Decoration	3 (2-2-5)
<u>1207310</u>	Contemporary Cuisines	3 (2-2-5)
<u>1207311</u>	Banquet and Catering Service Management	3 (2-2-5)
<u>1207313</u>	Event Venue Management	3 (2-2-5)
<u>1207318</u>	Beverage Specialist and Sommelier	3 (2-2-5)
<u>1207319</u>	Digital Marketing in Hospitality Industry	3 (3-0-6)
<u>1207320</u>	Luxury Management	3 (3-0-6)
<u>1207321</u>	Foundation in Cakes and Desserts	3 (2-2-5)
<u>1207322</u>	Management in Healthcare and Wellness Business	3 (3-0-6)

<u>1207323</u>	Food Nutrition and Hygiene in Healthcare and Wellness Business	3 (2-2-5)
<u>1207324</u>	Soft Skills Development for Healthcare and Wellness Business	3 (2-2-5)
<u>1207325</u>	Planning Development in Tourism and Hospitality Business	3 (3-0-6)
<u>1207326</u>	Resort Development and Management E2: 1207217 Accommodation Management for Leisure 3 (3-0-6)	3 (2-2-5)
<u>1207402</u>	Health and Spa Tourism Management	3 (2-2-5)
<u>1207421</u>	Management of Restaurant Design and Application	3 (3-0-6)
<u>1207425</u>	Gastronomic Culture E2: 1207422 Gastronomic Restaurant Experience 3 (2-2-5)	3 (2-2-5)

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