

# PROGRAM STRUCTURE

**LEVEL** : Undergraduate  
**SCHOOL** : School of Management  
**PROGRAM** : 623120500 : Bachelor of Business Administration Program in Tourism Management  
**PROGRAM YEAR** : 2562

## PHILOSOPHY

Bachelor of Business Administration Program in Tourism Management aims to produce graduates with theoretical knowledge and capabilities in tourism and hospitality business management relating to creative and innovative economy policies of The Thai government. The programme also wants to encourage our graduates to become prospective entrepreneurs with tourism management skills and a social responsibility mindset. Our graduates would understand the concept of sustainability on both a local and international level as well as cross-cultural communication. The program offers knowledge with 3 distinct area-based competencies: border city connecting to the Greater Mekong Sub-region (GMS), highland geography, and the 3Hs of Chiang Rai Strategy (Herb, Health, and Heritage).

## PURPOSE

1. Have knowledge and skills in starting up tourism and hospitality businesses.
2. Be able to apply design thinking and digital technology to develop tourism and services innovations.
3. Behave according to The Global Code of Ethics for Tourism as well as be a good global citizen.
4. Be an optimistic, well rounded, knowledgeable, responsive and highly responsible leader.

1 General Education Course MINIMUM CREDIT : 30

1.1 Language Course MINIMUM CREDIT : 15

Course Code	COURSE	CREDIT
<b>1005120</b>	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)
<b>1006134</b>	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)

<b>1006135</b>	English for Communication 2 P: 1006134 English for Communication 1 3 (3-0-6)	3 (3-0-6)
<b>2408101</b>	Chinese 1 E2: 2408001 Chinese 1 3 (3-0-6) OR E2: 1007101 Chinese 1 3 (3-0-6)	3 (3-0-6)
<b>2408102</b>	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
<b>1203102</b>	Managing Organization and Entrepreneurship	3 (3-0-6)
<b>1601104</b>	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
<b>1101105</b>	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)
<b>1301110</b>	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
<b>1001127</b>	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
MFU333	MFU Character	0 (0-6-2)

2 Specific Required Course MINIMUM CREDIT : 90

2.1 Core Course MINIMUM CREDIT : 24

Course Code	COURSE	CREDIT
<b>1201117</b>	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)
<b>1202114</b>	Introduction to Economics E2: 1202111 Introduction to Economics and Business 3 (3-0-6) OR E1: 1202112 Microeconomics 3 (3-0-6) AND E1: 1202113 Macroeconomics 3 (3-0-6)	3 (3-0-6)
<b>1203214</b>	Principles of Finance E2: 1203211 Principles of Business and Finance 3 (3-0-6)	3 (3-0-6)
<b>1203242</b>	Human Resources Management	3 (3-0-6)
<b>1205113</b>	Personality Development for Tourism Industry	3 (2-2-5)
<b>1205310</b>	Business Venture and Entrepreneurship for Service Industry E2: 1205318 Business Venture and Entrepreneurship for Service Business 3 (3-0-6)	3 (2-2-5)
<b>1205416</b>	Strategic Management for Service Industry E2: 1205413 Strategic Management for Service Business 3 (3-0-6)	3 (3-0-6)
<b>1207201</b>	Tourism and Hospitality Industry Marketing	3 (3-0-6)

2.2 MINIMUM CREDIT : 36

Course Code	COURSE	CREDIT
<b>1205208</b>	Sustainable Tourism Resource Management P: 1207301 Introduction to Tourism and Hospitality Industry 3 (3-0-6) ----- E1: 1205206 Sustainable Tourism 3 (2-2-5) AND E1: 1205329 Tourism Resource Management 3 (2-2-5)	3 (2-2-5)
<b>1205210</b>	Tour Business Operations and Professional Tour Guiding P: 1207301 Introduction to Tourism and Hospitality Industry 3 (3-0-6) ----- E1: 1205207 Tour Business Operation and Management 3 (2-2-5) AND E1: 1205307 Principle of Professional Tour Guide 3 (2-2-5)	3 (2-2-5)

<b>1205304</b>	Research Methodology for Tourism Industry E2: 1203104 Statistics for Business Research 3 (3-0-6)	3 (2-2-5)
<b>1205319</b>	Design Thinking for Tourism Innovation	3 (2-2-5)
<b>1205320</b>	Digital Economy and E-Tourism E2: 1207209 Information Technology for Tourism and Hospitality 3 (2-2-5)	3 (2-2-5)
<b>1205323</b>	Tourism Development Planning E2: 1205314 Tourism Planning and Development 3 (3-0-6)	3 (2-2-5)
<b>1205484</b>	Seminar in Tourism Management P: 1207301 Introduction to Tourism and Hospitality Industry 3 (3-0-6)	3 (2-2-5)
	----- E2: 1205483 Seminar in Tourism Management 3 (2-2-5)	
<b>1205496</b>	Co-operative Education E2: 1205495 Co-operative Education 6 (0-40-6)	6 (0-40-6)
<b>1207207</b>	Professional Ethics and Law for Tourism and Hospitality Management	3 (3-0-6)
<b>1207301</b>	Introduction to Tourism and Hospitality Industry	3 (3-0-6)
<b>1207305</b>	MICE and Event Management E2: 1205306 Fundamentals of Event and MICE 3 (2-2-5) OR E2: 1205332 MICE Management 3 (2-2-5)	3 (2-2-5)

## 2.3 MINIMUM CREDIT : 30

### 2.3.1 MINIMUM CREDIT : 15

<b>Course Code</b>	<b>COURSE</b>	<b>CREDIT</b>
<b>1205213</b>	Health Tourism for Silver Tourists	3 (2-2-5)
<b>1205214</b>	Heritage Management for Tourism E2: 1205326 Heritage Tourism Management 3 (2-2-5)	3 (2-2-5)
<b>1205215</b>	Integrated Management of Hot Spring Destination	3 (2-2-5)
<b>1205216</b>	Local Wisdom and Herb for Health Tourism	3 (2-2-5)
<b>1205219</b>	Community-based Tea/Coffee Tourism E2: 1205328 Community Based Tourism (CBT) Management 3 (2-2-5)	3 (2-2-5)
<b>1205220</b>	Ethnicity and Tourism E2: 1205345 Ethnic Tourism Management 3 (2-2-5)	3 (2-2-5)
<b>1205221</b>	Culture-based Health Tourism	3 (2-2-5)
<b>1205317</b>	ASEAN Tourism	3 (2-2-5)
<b>1205340</b>	Souvenir Business Management E2: 1205342 Souvenir Business Management 3 (2-2-5)	3 (2-2-5)
<b>1205347</b>	Cross Border Tourism in Greater Mekong Subregion E2: 1205346 Border Crossing Tourism (BCT) Management 3 (2-2-5)	3 (2-2-5)
<b>1205348</b>	Special Interest Tourism E2: 1205324 Special Interest Tourism Management 3 (2-2-5)	3 (2-2-5)
<b>1205355</b>	Airlines Business Management E2: 1205350 Airlines Business Management 3 (3-0-6)	3 (2-2-5)
<b>1205365</b>	Exhibition Management	3 (2-2-5)
<b>1205370</b>	Festivals Management	3 (2-2-5)

<b>1205414</b>	Cross Cultural Communication for Service Industry E2: 1205412 ASEAN Cross-Cultural Communication for Service Business 3 (2-2-5)	3 (2-2-5)
<b>1205415</b>	Interpretation for Tourism Management	3 (2-2-5)
<b>1205444</b>	Tourism Social Enterprise Management E2: 1205352 Small Medium Tourism Enterprise (SMTEs) Management 3 (2-2-5)	3 (2-2-5)
<b>1207217</b>	Accommodation Management for Leisure E2: 1207214 Resort, Timeshare and Leisure Management 3 (3-0-6) OR E2: 1207326 Resort Development and Management 3 (2-2-5)	3 (3-0-6)
<b>1207402</b>	Health and Spa Tourism Management	3 (2-2-5)
<b>1207425</b>	Gastronomic Culture E2: 1207422 Gastronomic Restaurant Experience 3 (2-2-5)	3 (2-2-5)

### 2.3.2 MINIMUM CREDIT : 15

#### 2.3.2.1 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
<b>1006321</b>	English for Aviation Business E2: 1210220 English for Aviation Business Communication 3 (2-2-5)	3 (2-3-5)
<b>1006353</b>	English for The Greater Maekong Subregion	3 (3-0-6)
<b>1006359</b>	English for Tourism 1	3 (3-0-6)
<b>1006361</b>	English for Tourism 2 P: 1006359 English for Tourism 1 3 (3-0-6)	3 (3-0-6)
<b>1207307</b>	English for Hospitality Industry	3 (2-2-5)

#### 2.3.2.2 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
<b>1009101</b>	French 1	3 (3-0-6)
<b>1009102</b>	French 2 P: 1009101 French 1 3 (3-0-6) OR P: 1009000 With the Consult of Instructor 0 (0-0-0)	3 (3-0-6)
<b>1009108</b>	French 3 P: 1009102 French 2 3 (3-0-6)	3 (3-0-6)
<b>1009109</b>	French for Business 1 P: 1009102 French 2 3 (3-0-6)	3 (3-0-6)
<b>1009113</b>	French for Tourism 1 P: 1009102 French 2 3 (3-0-6)	3 (3-0-6)
<b>1009114</b>	French for Tourism 2 P: 1009113 French for Tourism 1 3 (3-0-6)	3 (3-0-6)
<b>1009115</b>	French Speaking 1 P: 1009101 French 1 3 (3-0-6)  ----- E2: 1009105 French Conversation 1 3 (3-0-6)	3 (3-0-6)

### 2.3.2.3 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
<b>1020308</b>	Bahasa Indonesia 1 E2: 1020303 Basic Bahasa Language 3 (3-0-6) OR E2: 1020314 Bahasa Indonesia 1 3 (3-0-6)	3 (3-0-6)
<b>1020309</b>	Bahasa Indonesia 2 P: 1020308 Bahasa Indonesia 1 3 (3-0-6) OR P: 1020303 Basic Bahasa Language 3 (3-0-6) OR P: 1020314 Bahasa Indonesia 1 3 (3-0-6)  ----- E2: 1020315 Bahasa Indonesia 2 3 (3-0-6)	3 (3-0-6)
<b>1020310</b>	Bahasa Indonesia Conversation 1 P: 1020308 Bahasa Indonesia 1 3 (3-0-6) OR P: 1020314 Bahasa Indonesia 1 3 (3-0-6)  ----- E2: 1020316 Bahasa Indonesia Conversation 1 3 (3-0-6)	3 (3-0-6)
<b>1020311</b>	Bahasa Indonesia Conversation 2 P: 1020310 Bahasa Indonesia Conversation 1 3 (3-0-6) OR P: 1020316 Bahasa Indonesia Conversation 1 3 (3-0-6)  ----- E2: 1020317 Bahasa Indonesia Conversation 2 3 (3-0-6)	3 (3-0-6)
<b>1020312</b>	Indonesian Culture	3 (3-0-6)

### 2.3.2.4 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
<b>1008301</b>	Korean 1 E2: 1008115 Basic Korean 1 3 (3-0-6) OR E1: 1008307 Korean 1 3 (3-0-6)	3 (3-0-6)
<b>1008302</b>	Korean 2 P: 1008301 Korean 1 3 (3-0-6) OR P: 1008115 Basic Korean 1 3 (3-0-6)  ----- OR E2: 1008116 Basic Korean 2 3 (3-0-6) OR E1: 1008308 Korean 2 3 (3-0-6)	3 (3-0-6)

<b>1008303</b>	Korean Conversation 1 P: 1008301 Korean 1 3 (3-0-6) OR P: 1008115 Basic Korean 1 3 (3-0-6)	3 (3-0-6)
<b>1008304</b>	Korean Conversation 2 P: 1008303 Korean Conversation 1 3 (3-0-6)	3 (3-0-6)
<b>1008305</b>	Korean Culture	3 (3-0-6)

### 2.3.2.5 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
<b>1008111</b>	Japanese 1 E2: 1008105 Basic Japanese 1 3 (2-3-5)	3 (2-3-5)
<b>1008112</b>	Japanese 2 P: 1008111 Japanese 1 3 (2-3-5) OR P: 1008105 Basic Japanese 1 3 (2-3-5)	3 (2-3-5)
<b>1008211</b>	Japanese Conversation 1 P: 1008111 Japanese 1 3 (2-3-5) OR P: 1008105 Basic Japanese 1 3 (2-3-5)	3 (3-0-6)
<b>1008212</b>	Japanese Conversation 2 P: 1008211 Japanese Conversation 1 3 (3-0-6)	3 (3-0-6)
<b>1008213</b>	Japanese Culture	3 (3-0-6)

### 2.3.2.6 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
<b>2408301</b>	Chinese for Daily Life Conversation	3 (3-0-6)
<b>2408302</b>	Chinese for Tourism	3 (3-0-6)
<b>2408303</b>	Chinese for Tour Guides	3 (3-0-6)
<b>2408304</b>	Chinese for the Hotel Industry	3 (3-0-6)
<b>2408305</b>	Chinese for 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 ให้เรียน

รายวิชา 1006381 Selected Reading แทน