

## Subjects Offered in Academic Year

No.		Subject Code	
1	801-101	Principles of Marketing	3(3-0-6)
2	801-201	Principles of Management	3(3-0-6)
3	801-202	Principles of Economics	3(3-0-6)
4	801-203	Principles of Accounting	3(3-0-6)
5	801-204	Human Resource Management (online)	3(3-0-6)
6	801-205	Business Statistics	3(3-0-6)
7	801-211	Corporate Governance and Social Responsibility of Business	3(3-0-6)
8	801-212	Customer Relationship Management (online)	3(3-0-6)
10	801-403	Business Finance	3(3-0-6)
11	801-405	Strategic Management (online)	3(3-0-6)
12	802-201	Sustainable Environmental Management for Hospitality and Tourism	3(3-0-6)
13	802-307	Intercultural Communication	3(3-0-6)
14	802-402	Research Methods for Hospitality and Tourism	3(3-0-6)
15	812-151	Basic Thai Communication I	3(2-2-5)
16	810-002	Social Psychology	2(2-0-4)
17	810-114	Thai Arts and Culture	3(2-2-5)
18	811-302	Advanced Conversational English**	3(2-2-5)
19	818-302	Marketing for the Hospitality and Tourism Industry in Digital Age	3(3-0-6)
20	818-401	Contemporary Issues in Hospitality and Tourism Industry (online)	3(3-0-6)
21	818-409	International Finance	3(3-0-6)
22	818-410	International Business	3(3-0-6)
23	818-411	International Economics	3(3-0-6)

No.	Subject Code	Subject Title	Credits
24	819-209	Airline Ground Service Operations	3(3-0-6)
25	819-210	Airline Management	3(3-0-6)
26	819-211	Creative Tourism Business	3(3-0-6)
27	819-301	Cultural Tourism Business Management (online)	3(3-0-6)
28	819-311	Travel Service Business and Innovation	3(3-0-6)
30	818-102	Introduction to Convention and Event Management	3(3-0-6)

**Remarks:**

1. The subject list may be subject to change.
2. \* subjects offered to international students only but there may be some local students, who may register for these courses as their free electives.
3. \*\* elective subjects offered to local students as well as international students but are subject to change or may be cancelled due to low demand.

## Course Description

- 801-101 Principles of Marketing 3(3-0-6)**  
Scope of marketing and marketing tasks; marketing concepts and tools; classifications and analysis of consumer behavior in different types of market; analysis of marketing environment and competition; development of market offerings to fit the new economy
- 801-201 Principles of Management 3(3-0-6)**  
Management principles and analyzing techniques; decision-making principles in management systems; organizations and organizational design; organizational theories and development; interpersonal relationships; development of management competencies
- 801-202 Principles of Economics 3(3-0-6)**  
An introduction to the microeconomics of production, consumption and markets; history and structure of Thai economy; an introduction to macroeconomics and competitive market economy
- 801-203 Principles of Accounting 3(3-0-6)**  
A general introduction to financial accounting, concepts and techniques; applications to various forms of business organization; using managerial and financial accounting information systems for business decision-making
- 801-204 Human Resources Management 3(3-0-6)**  
Theories and practices in personnel management; organization and operations of human resources department, hiring, discipline, compensation, job analysis, performance appraisal
- 801-205 Business Statistics 3(3-0-6)**  
Statistical concept methodologies, used in business analysis and making decision under volatile circumstances; probability theories; descriptive statistic; estimation techniques; hypothesis testing; regression analysis, with the solid application of statistic and spreadsheet software
- 801-211 Corporate Governance and Social Responsibility of Business 3(3-0-6)**  
Relationship, impact, and responsibility of business organizations towards their stakeholders, including investors, management, labor, suppliers, customers, consumers, communities, government, civil sector, environment, and society at large; the role, duty, and accountability of the board and management on

sustainability of business, environment and society through fairness and stakeholder engagement from establishing a broader scope of corporate governance mechanisms, embedding responsibility in core business practice, to integrating responsibility in the development of competitive strategy

**801-212 Customer Relationship Management 3(3-0-6)**

The concept of customer services; analysis of problems and issues related to the service mix, service-level decision, formulation of service policies, customer service management, development of customer service staff, training, and evaluation; discussion of customer information, customer surveys and suggestions, handling of complaints and adjustments; techniques for dealing with difficult and dissatisfied customers, dissemination of information, maintenance, technical service, and the development of customer relationship management system.

**801-403 Business Finance 3(3-0-6)**

Operational and strategic financial problems, allocation of funds; cost of capital and financial structure; financial information system; financial structure; policy determination and analysis of the financial environment

**801-405 Strategic Management 3(3-0-6)**

Strategic management process in an organization, dealing with environmental scanning, strategy formulation, strategy implementation, and evaluation and control; discussion of different levels of strategic management, corporate strategy, business strategy, and functional strategy; an assessment of both macro- and micro-environmental influences on businesses as the key issues in development and implementation of company strategies

**802-201 Sustainable Environmental Management for Hospitality and Tourism 3(3-0-6)**

Environmental factors affecting and interacting with hospitality and tourism organizations; facilities planning and development; organizational ethics in environmental preservation; management of both regenerative and non-regenerative natural resources; environmentally-friendly hospitality and tourism business management concept

- 802-307 Intercultural Communication 3(3-0-6)**  
 Meaning and origin of intercultural communication; principles of intercultural communication via an understanding of language, customs, social class, gender, race, patterns of language cultures; communication strategies; social relations structure between ethnic groups leading to effective intercultural communication
- 802-402 Research Methods for Hospitality and Tourism 3(3-0-6)**  
 An understanding and recognition of the values and techniques of research necessary for effective decision-making; the ability to recognize and objectively criticize existing research methodologies; developing and conducting either qualitative or quantitative research, problem identification and definition, scope of study, research design, sampling, data collection, data analysis using statistical analysis, discussion of the findings, recommendation for future research
- 812-151 Basic Thai Communication I 3(2-2-5)**  
 An introduction to characters, the writing system and pronunciation; basic grammar and vocabulary; numbers and counting; simple greetings; talking about oneself, and familiar things; making simple conversations focusing on daily life, introducing oneself, shopping, and etc.
- 810-002 Social Psychology 2(2-0-4)**  
 The examination of human social systems and behavior with an emphasis on cultures, societies, social orders, psychological methods and procedures, basic human needs, human behavior regarding reinforcement, learning, perception, motivation, intelligence and ability to adapt to changing circumstances
- 810-114 Thai Arts and Culture 3(2-2-5)**  
 Meaning and scope of Thai arts and culture; classifications of Thai arts and culture; studies of Thai arts and culture, visual arts, sculptures, architecture, Thai handicrafts, Thai literature, Thai classical music and performing arts, festivals and traditional events, Thai cuisine and desserts
- 811-302 Advanced Conversational English 3(2-2-5)**  
 Native English, critically analyze source material, organize and communicate ideas effectively, pronunciation improvement and American accent development; identify, analyze, and practice patterns of stress, rhythm, and intonation; spontaneous communication, deliver articulate and stimulating presentations, interview techniques, persuasive speaking.

- 818-302 Marketing for the Hospitality and Tourism Industry in Digital Age 3(3-0-6)**  
 Application of marketing principles and practices for the special needs of the hospitality and tourism industry; analysis of the marketing environments; opportunities and strategies particular to managing the marketing functions in the hospitality and tourism industry as well as digital marketing and its tools
- 818-401 Contemporary Issues in the Hospitality Industry 3(3-0-6)**  
 Issues affecting the hospitality industry, exploration of the issues utilizing various strategies and multi-disciplinary approach; discussion and interpretation of multiple perspectives with an emphasis on critical thinking, strategic decision-making, and the formulation of innovative solutions
- 818-409 International Finance 3(3-0-6)**  
 Implementation of new monetary theories applicable in international finance, aspects of financial markets; and strategies of risk management in the international finance
- 818-410 International Business 3(3-0-6)**  
 Fundamentals of international business in a dynamic global environment, key issues facing international business today, different dimensions of business environment in a global arena including culture dimensions, trade and investment theories, global financial management, global marketing and supply chain management
- 818-411 International Economics 3(3-0-6)**  
 Basic concept in international economics, theory of international trade and specialization, international term of trade, international trade policy, balance of trade and balance of payments and foreign exchange market
- 819-209 Airline Ground Service Operations 3(3-0-6)**  
 Passenger service procedures before taking off, checking-in and boarding procedures; passenger service procedures after landing, baggage service and baggage claim; handling unforeseen circumstances, delayed passengers, illegal items brought by passengers, sudden illness of passengers
- 819-210 Airline Management 3(3-0-6)**  
 Principles and business concepts of airlines, managing the operations both ground and in-flight services, airline organization, marketing, strategy for airline operations; IATA regulations; basic knowledge of airplanes and flights

- 819-211 Creative Tourism 3(3-0-6)**  
Application of theoretical knowledge and concepts of creative tourism business, creative tourism marketing, differentiating and maximizing value of tourism products and services, roles of stakeholders in tourism industry that affect development of creative tourism
- 819-301 Cultural Tourism Business Management 3(3-0-6)**  
Knowledge of the cultural tourism management; the operation management of cultural attractions; principles and processes of cultural tourism business management, package tour management, visitor and facility management; cultural interpretation; laws related to the cultural tourism business and various factors that currently and will affect the operations of cultural tourism and field trip studies
- 819-311 Travel Service Business and Innovation 3(3-0-6)**  
Enhancing practical dimensions of a travel service business entrepreneurship, including marketing environment analysis, market innovation, travel service product and process innovation, managerial skills required for a travel service business, organizational behavior and conflict resolution, critical factors for business success and strategic applications of business operation in different environment
- 818-102 Introduction to Convention and Event Management 3(3-0-6)**  
An overview of the convention and event industry, meetings, conventions, exhibitions, incentive travel, and other special events at both national and international levels; types of meetings and special events; present situations, trends, and opportunities in the event market; components of the event industry, identification of industry stakeholders and their roles and responsibilities; examination of various impacts of the industry; an introduction to planning, marketing, and event evaluation processes

