

Subjects Offered in Academic Year

Semester 1 August Intake (Draft)

No.	Subject Code	Subject Title	Credits
1	801-102	Economics for Hospitality and Tourism	3(3-0-6)
2	801-201	Principles of Management	3(3-0-6)
3	801-203	Principles of Accounting	3(3-0-6)
4	801-206	Intercultural Communication	3(3-0-6)
5	801-301	Leadership and People Management	3(3-0-6)
6	801-307	Leadership	3(3-0-6)
7	801-405	Strategic Management	3(3-0-6)
8	802-105	Knowledge of Beverages	3(1-4-4)
9	802-204	Hospitality Marketing in the Digital Age	3(3-0-6)
10	802-402	Research Methods for Hospitality and Tourism	3(3-0-6)
11	810-001	Guiding Statistics	2(2-0-4)
12	810-002	Social Psychology	2(2-0-4)
13	812-151	Basic Thai Communication I*	3(2-2-5)
14	818-312	Incentive Travel and Special Event Management	3(3-0-6)
15	818-321	Alternative Lodging and Property Management	3(3-0-6)
16	818-330	Thai Cuisine Knowledge and Skills	3(2-3-4)
17	818-341	Event Creativity	3(3-0-6)
18	818-401	Contemporary Issues in Hospitality and Tourism Industry	3(3-0-6)
19	818-403	Risk and Crisis Management in Hospitality Industry	3(3-0-6)
20	818-409	International Finance*	3(3-0-6)
21	818-410	International Business*	3(3-0-6)
22	818-411	International Economics*	3(3-0-6)
23	819-321	Airport Passenger and Cargo Service Operation	3(2-2-5)
24	819-341	Sport Tourism	3(2-2-5)
25	819-403	Tourism Treasures of Phuket and Southern Thailand	3(2-2-5)

Remarks:

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

Course Description

801-102	Economics for Hospitality and Tourism	3(3-0-6)
	Principles and theory of both micro and macro level economics, analyzing the demand supply and elastic, consumption, markets, national income, income distribution and unemployment; applications of cases in hospitality and tourism industry	
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	
801-203	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	
801-206	Intercultural Communication	3(3-0-6)
	Theory relating to intercultural communication and its application in face-to-face and online communication with people from diverse backgrounds; own cultural identities and interactions with others; tourist and consumer behavior; cultures around the globe, examination of the interactions of values, beliefs, traditions and identities with particular emphasis towards high and low context cultures and how people see time differently; approaches to cultural conflict and resolutions and culture shock;. The Iceberg Model of culture; perspectives of lives and people and building capacity to adapt to a changing world by exploring perceptual differences	

- 801-301 Leadership and People Management 3(3-0-6)**
- Basic theories and practices in leadership; interpersonal skills; workplace diversity and its effect on organizational culture and managing people in selection, employee training and development, planning for changes; motivation theories; team-building concepts; performance leadership; maintaining high performance
- 801-307 Leadership 3(3-0-6)**
- Leadership traits and behaviors; types and diversity of leadership, transformational leadership, participative leadership, team leadership; followership; leadership responsibility; leader-follower relationship; leadership communication; characteristics, attributes and challenges of exemplary leaders of today; ethical and behavioral standards for leaders and their organizations
- 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
- 802-105 Knowledge of Beverages 3(1-4-4)**
- An examination of beverages from around the globe, both alcoholic and non-alcoholic liquids are identified, studied and sampled; current beverage trends; terminologies; beverage tools, equipment; hygiene; safety and sanitation; mixology practice
- 802-204 Hospitality Marketing in the 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; changing digital customer behavior, opportunities and strategies particular to managing the marketing functions in the hospitality and tourism industry; digital marketing and its tools for digital marketing platform such as ecess technology, content marketing, marketing communication for hospitality and tourism industry

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

810-001 Guiding Statistics 2((2)-0-4)

Fundamental statistical methodologies for problem solving and decision making in real-life application; data gathering, graphically organized data; probability and estimation methods for decision making

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

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.

818-312 Incentive Travel and Special Event Management 3(3-0-6)

Incentive travel of employee or customers as a tool to increase company's sales; logistics management, transportation, destination selection, marketing, theme setting, program designing, the planning and design of special events and other elements; roles of destination management companies and other ground operators, and the relationship between clients and the incentive travel companies

- 818-321 Alternative Lodging and Property Management 3(3-0-6)**
- Definition, principles and management of alternative lodging and property management; knowledge of lease management, landlord and tenant relationships; principles of taxation on property; accounting regulatory framework and the service charge regime; economic issues in property markets; property development process; the application and operation of leases principles and techniques of property asset management
- 818-330 Thai Cuisine Knowledge and Skills 3(2-3-4)**
- History and development of Thai cuisine; types and classification of Thai cuisine; uniqueness and taste of Thai regional food; Halal food; Thai fusion food; equipment and utensils for Thai cooking; Thai herbs and spices; fruit and vegetables craving, practices and techniques in Thai cuisine cooking and preparation; Thai cuisine presentation and garnishment; sanitation and work safety
- 818-341 Event Creativity 3(3-0-6)**
- Meanings, concepts and characteristics of creativity; techniques and process of creativity; issues, trends, settings and experience in event business; interpretation and inspiration of creativity; designing creative and unique meetings and events; technology and innovation related to event business; failure and risk in creativity and innovation
- 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
- 818-403 Risk and Crisis Management in the Hospitality Industry 3(3-0-6)**
- Legal guidelines and managerial strategies, principles and operational procedures to minimize safety and security risks faced by hospitality business operators; examination of risk analysis and crisis management; legal liabilities held against service providers towards service consumers

- 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
- 819-321 Airport Passenger and Cargo Service Operations 3(2-2-5)**
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
- 819-341 Sport Tourism Management 3(2-2-5)**
Analyzes the interconnectedness of sport and tourism from behavioral, historical, economic, management, marketing, environmental and policy perspectives; issues and trends in the sport and tourism industry; the relationship between sports, recreation and tourism; identify the steps used to promote major sporting events; roles of government agencies and private sector groups in fostering the growth of sporting events and activities
- 819-403 Tourism treasures of Phuket and Southern Thailand 3(3-0-6)**
Knowledge of local southern Thai wisdoms, including ways of life, architectures, traditions, festivals, rituals related to historical and cultural attractions, authentic southern Thai cuisine, and the Peranakan culture emphasizing on tourism activities, tour conducting, interpretation of tourism treasures and other related products and field trip studies

Semester 2 January Intake (Draft)

No.	Subject Code	Subject Title	Credits
1	812-151	Basic Thai Communication I*	3(2-2-5)
2	803-103	Sustainable Environmental Management in Tourism	2(2-0-4)
3	801-206	Intercultural Communication	3(3-0-6)
4	801-101	Principles of Marketing	3(3-0-6)
5	801-102	Economics for Hospitality and Tourism	3(3-0-6)
6	801-302	Business Finance	3(3-0-6)
7	818-409	International Finance*	3(3-0-6)
8	818-410	International Business*	3(3-0-6)
9	818-411	International Economics*	3(3-0-6)
10	801-211	Corporate Governance and Social Responsibility of Business	3(3-0-6)
11	801-212	Customer Relationship Management	3(3-0-6)
12	801-208	Process Innovation for Service Sector	3(3-0-6)
13	803-102	Introduction to Aviation Industry	2(2-0-4)
14	810-114	Thai Arts and Culture	3(2-3-4)
15	801-309	Innovation Project for Service Sector	3(3-0-6)
16	818-342	Incentive Travel and Special Event Management	3(3-0-6)
17	802-301	Seminar on Contemporary Issues in the Hospitality and Tourism	2(2-0-4)
18	802-109	Business Event Management	3(3-0-6)
19	818-322	Service Quality Management and Auditing	3(3-0-6)
20	801-312	Business Research	3(3-0-6)
21	803-305	Natural and Cultural Heritage Tourism management	2(2-0-4)
22	803-302	Modern Tourism Project management	2(2-0-4)

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Course Description**803-302 Modern Tourism Projects Management 2(2-0-4)**

Theoretical and practical knowledge integration of business administration and travel agency and tour operator business management to business operations through a project; seminar about contemporary issues affecting the tourism industry

803-305 Natural and Cultural Heritage Tourism Management 2(2-0-4)

Knowledge of the natural and cultural tourism management; operation management of natural and cultural attractions; principles and processes of tourism business management related to protection, conservation and sustainable use for tourism; laws related to the natural and cultural tourism business and various factors that will affect the operations of natural and cultural tourism and field trip studies

801-312 Business Research 3(3-0-6)

Understanding and recognition of values and techniques of research necessary for effective decision-making; ability to recognize and objectively criticize existing research methodologies; developing and conducting either qualitative or quantitative research including problem identification and definition, scope of study, research design, sampling, data collection, data analysis using statistical analysis, discussion of findings, recommendation for further research in the service sector

818-322 Service Quality Management and Auditing 3(3-0-6)

Service quality theories; importance, principles and processes of service quality management and the application to the hotel business; service quality measurement methods and issues; principles and process of service quality audit and its application to the hotel business

802-109 Business Event Management 3(3-0-6)

Concepts, definition and components of business events; size, types and overview of business events such as Meetings, Incentives, Conferences, Exhibition (MICE) and other types of business events; importance of the event industry at both national and international levels; the functions of key stakeholders in the industry, application of creativity in event design; specific skills and steps required in event planning including logistics, marketing, operations and evaluation of business event management

802-301 Seminar on Contemporary Issues in the Hospitality and Tourism **2(2-0-4)**

Seminar on Issues affecting the hospitality and tourism 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, risk management, and the formulation of innovative solution business as well as emerging business models to serve the ever changing hospitality and tourism industry

818-342 Incentive Travel and Special Event Management **3(3-0-6)**

Incentive travel of employee or customers as a tool to increase company's sales; logistics management, transportation, destination selection, marketing, theme setting, program designing, the planning and design of special events and other elements; roles of destination management companies and other ground operators, and the relationship between clients and the incentive travel companies

801-309 Innovation Project for Service Sector **3(3-0-6)**

Creating and refining new ideas; administration process to stipulate innovation from creativity, value added procedure or how to transform innovation to business enterprise in service sector; project planning and implementation; defining contingency plan, monitoring and evaluating the project

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

801-206 Intercultural Communication **3(3-0-6)**

Theory relating to intercultural communication and its application in face-to-face and online communication with people from diverse backgrounds; own cultural identities and interactions with others; tourist and consumer behavior; cultures around the globe, examination of the interactions of values, beliefs, traditions and identities with particular emphasis towards high and low context cultures and how people see time differently; approaches to cultural conflict and resolutions and culture shock;. The Iceberg Model of culture; perspectives of lives and people and building capacity to adapt to a changing world by exploring perceptual differences

819-403 Tourism treasures of Phuket and Southern Thailand **3(3-0-6)**

Knowledge of local southern Thai wisdoms, including ways of life, architectures, traditions, festivals, rituals related to historical and cultural attractions, authentic southern Thai cuisine, and the Peranakan culture emphasizing on tourism activities, tour conducting, interpretation of tourism treasures and other related products and field trip studies

- 803-103 Sustainable Environmental Management in Tourism 2(2-0-4)**
- 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; economic, social and cultural environmental considerations, sustainable environmentally-friendly hospitality and tourism business management concept
- 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.
- 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
- 801-302 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
- 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

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

801-208 Process Innovation for Service Sector 3(3-0-6)

Implementation of theory, statistical data and mathematical tools for problem solving and decision making in service sector; application of innovation to problem solving or efficiency enhancement for business in service sector; analysis for decision making; operation systems, forecasting techniques, systems design and development, productivity improvement in process

803-102 Introduction to Aviation Industry 2(2-0-4)

Knowledge of aviation industry; basic knowledge of airplanes, airports and flight, usage of airline and airport operations; the history of airline industry, airport and air traffic control

801-102 Economics for Hospitality and Tourism 3(3-0-6)

Principles and theory of both micro and macro level economics, analyzing the demand supply and elastic, consumption, markets, national income, income distribution and unemployment; applications of cases in hospitality and tourism industry