

**Courses:**

**HUMANITIES& SOCIAL SCIENCE (9 Credits)**

**Subject:**

117-100 Principles of Economics and Philosophy of Sufficiency Economy  
117-101 Introduction to Sociology  
117-102 Society and Government  
117-103 Society and the Law  
117-104 Human Relations and Personality Development  
117-105 ASEAN in the Modern World  
117-106 Preparation for the World of Work  
117-111 Thai Civilization  
117-112 Fundamental of Philosophy and Religion  
117-113 Psychology in Daily Life  
117-114 Western Civilization  
117-116 Western Literature

**MATH & SCIENCE (6 Credits)**

**Subject:**

117-121 Basic Mathematical Principles  
117-123 Life and Environment  
117-124 Information Technology  
117-125 Computer for Studies and Works  
117-126 Food Safety and Nutrition for Good Health  
117-127 Principles of Statistics

**LANGUAGE (12 Credits)**

**Subjects:**

117-191 Thai 1  
117-192 Thai 2  
117-291 Thai 3  
117-292 Thai 4  
117-145 English Communication  
117-146 Academic English  
117-246 English for Standardized Professional Test  
117-343 English for Business  
117-151 Chinese 1  
117-152 Chinese 2  
117-251 Chinese 3  
117-252 Chinese 4  
117-161 Japanese 1  
117-162 Japanese 2  
117-261 Japanese 3

117-262 Japanese 4  
117-171 French 1  
117-172 French 2  
117-271 French 3  
117-272 French 4  
117-181 Korean 1  
117-182 Korean 2  
117-281 Korean 3  
117-282 Korean 4  
117-301 Russian 1  
117-302 Russian 2  
117-303 Russian 3  
117-304 Russian 4  
117-305 Spanish 1  
117-306 Spanish 2  
117-307 Spanish 3  
117-308 Spanish 4  
117-309 Portuguese 1  
117-310 Portuguese 2  
117-311 Portuguese 3  
117-312 Portuguese 4

### **ART APPRECIATION & PHYSICAL EDUCATION (3 Credits)**

#### **Subjects:**

117-132 Physical Education and Recreation  
117-133 Art and Music Appreciation

### **THE DEPARTMENT COURSES 90 Credits**

#### **CORE SUBJECTS (30 Credits)**

#### **Subjects:**

221-102 Service Quality Management  
221-103 Principles of Accounting  
221-203 Organization and Management  
221-204 Business Finance  
221-205 Principles of Marketing  
221-301 Human Resource Management  
221-304 Service Marketing  
221-333 Service Psychology  
221-343 Cross Cultural Communication  
221-402 Strategic Management

## **MAJOR REQUIRED SUBJECTS (30 CREDIT)**

### **Subjects:**

211-101 Introduction to Meetings Incentives Conventions and Exhibitions  
211-111 Introduction to Hotel and Tourism  
211-224 International Tourism and Incentive Travel  
211-226 Meeting and Convention Management  
211-228 Tourist Behavior 211-302 Information Technology for Hospitality  
211-306 Ethics and Business Law for Hotel and Tourism  
211-312 Restaurant and Catering Management  
211-316 Hospitality Marketing  
211-446 Marketing Research in Hospitality

## **MAJOR ELECTIVE SUBJECTS (30 Credits)**

### **Subjects:**

211-112 Gastronomy and Kitchen Operation Management  
211-122 Exhibition Management  
211-212 Airline Business  
211-221 Bar and Beverage Management  
211-225 Sustainable Events and Tourism  
211-227 Food and Beverage Management  
211-288 Hotel Room Operations and Management  
211-313 Consumer Behavior in Tourism Industry  
211-323 Tour Guiding  
211-324 Flight Attendant Operation  
211-325 Travel Agency and Tour Operator Management  
211-327 Managerial Accounting and Financial Management in Hospitality Industry  
211-328 Contemporary Issues 1  
211-412 Seminar in Hospitality Management  
211-422 Contemporary Issues 2  
211-423 Hospitality Project  
211-425 Community Based Tourism Project  
211-426 Tourism Planning and Destination Development  
211-441 Convention Sales and Service  
211-442 MICE Venue Management  
211-443 Special Event Project  
211-445 International Hotel Management  
211-451 Hotel Planning and Development  
211-452 Special Interest Tourism  
211-453 Cultural Tourism Management  
211-454 Marine Tourism Management  
211-455 Agro Tourism Management  
211-456 Spa and Wellness Management  
211-457 Sport and Adventure Tourism Management  
211-458 International Cuisine Management

211-459 Club and Bar Management  
211-460 Logistics for Tourism Industry  
211-461 Cruising Management  
211-462 Theme Park Management  
211-463 Medical Tourism  
211-464 Shopping Tourism  
211-465 Film Tourism  
211-466 Food Tourism  
211-467 Airline Marketing  
211-482 Survey and Research for Hotel  
211-501 Advanced Research Method in Hospitality  
211-502 Advanced Data Analysis in Hospitality

### **LANGUAGE (15 Credits)**

#### **Subjects:**

211-241 English for Service Industry 1  
211-242 English for Service Industry 2  
211-243 English for Service Industry 3  
211-244 English for Service Industry 4  
211-245 English for Service Industry 5  
211-251 Chinese for Service Industry 1  
211-252 Chinese for Service Industry 2  
211-253 Chinese for Service Industry 3  
211-254 Chinese for Service Industry 4  
211-255 Chinese for Service Industry 5  
211-261 Japanese for Service Industry 1  
211-262 Japanese for Service Industry 2  
211-263 Japanese for Service Industry 3  
211-264 Japanese for Service Industry 4  
211-265 Japanese for Service Industry 5  
211-271 French for Service Industry 1  
211-272 French for Service Industry 2  
211-273 French for Service Industry 3  
211-274 French for Service Industry 4  
211-275 French for Service Industry 5

### **MAJOR ELECTIVE SUBJECTS (Business Management)**

#### **Subjects:**

221-412 International Marketing  
221-429 Entrepreneurship and SMEs Management  
221-434 Sales Management  
221-436 Advertising and Sales Promotion  
221-437 Direct Marketing  
221-440 New Product Development

221-441 Brand Management  
221-443 Marketing Strategy Management  
221-451 Marketing Channels management  
221-453 Product and Price Management  
221-454 Integrated Marketing Communication  
221-455 Marketing Planning

**CO-OPERATIVE EDUCATION (6 Credits)**

**Subjects:**

211-490 Preparation to Cooperative Education  
211-491 Cooperative Education

**FREE ELECTIVE SUBJECTS (6 Credits)**

**Subjects:**

Any Subjects opening in the International Program  
Any Subjects opening in the International Program