



**Bachelor of Business Administration Program in International Program in Hotel & Tourism Management
(International Program)**

Total Credits **126**

1. General Education Courses **30 credits**

- | | |
|--------------------------------------|------------|
| a. Humanities and Social Science | 6 credits |
| b. Language and Communication | 15 credits |
| c. Mathematics and Science | 6 credits |
| d. Aesthetics and Physical Education | 3 credits |

2. Professional Courses **84 credits**

- | | |
|----------------------------|------------|
| a. Business core subjects | 24 credits |
| b. Major required subjects | 45 credits |
| c. Major elective subjects | 15 credits |

3. Cooperative Education Courses **6 credits**

4. Free Elective courses **6 credits**

1. General Education Courses (30 credits) – choose at least 6 credits from the following:

a. Humanities and Social Science: 6 credits

117-100	Principles of Economics and Philosophy of Sufficiency Economy	3(3-0-6)
117-101	Introduction to Sociology	3(3-0-6)
117-104	Human Relations and Personality Development	3(3-0-6)

117-105	ASEAN in the Modern World	3(3-0-6)
117-107	Philosophy, Religions and Life Style	3(3-0-6)
117-108	Principles of Logics and Thinking Skill for Lifelong Learning	3(2-2-5)
117-109	Introduction to Intellectual Property	3(3-0-6)
117-110	Study Skills	3(2-2-5)
117-111	Civilization Studies	3(3-0-6)
117-112	Fundamental of Philosophy and Logic	3(3-0-6)
117-113	Psychology in Daily Life	3(3-0-6)
117-117	Man and Literature	3(3-0-6)
117-119	Peace Studies	3(3-0-6)
117-120	Family Life Planning	3(3-0-6)

b. Language and Communication: 15 credits

English Language 12 credits

117-141	English 1	3(2-2-5)
117-142	English 2	3(2-2-5)
117-241	English 3	3(2-2-5)
117-242	English 4	3(2-2-5)

Second language, choose at least 3 credits from the following:

117-191	Thai Usage for Communication	3(2-2-5)
117-192	Thai Usage for Presentation	3(2-2-5)
117-151	Chinese 1	3(2-2-5)
117-152	Chinese 2	3(2-2-5)
117-251	Chinese 3	3(2-2-5)
117-252	Chinese 4	3(2-2-5)
117-161	Japanese 1	3(2-2-5)
117-162	Japanese 2	3(2-2-5)
117-261	Japanese 3	3(2-2-5)
117-262	Japanese 4	3(2-2-5)
117-181	Korean 1	3(2-2-5)
117-182	Korean 2	3(2-2-5)
117-281	Korean 3	3(2-2-5)
117-282	Korean 4	3(2-2-5)

c. Mathematics and Science: 6 credits

117-121	Mathematics in Daily Life	3(3-0-6)
117-122	Basic Statistics for Data Analysis	3(3-0-6)
117-123	Life and Environment	3(3-0-6)
117-124	Information Technology	3(2-2-5)
117-125	Computer for Studies and Work	3(2-2-5)
117-126	Nutrition for Wellness)	3(3-0-6)
117-127	Chemistry in Daily Life	3(3-0-6)
117-128	Mathematics in Civilization	3(3-0-6)
117-129	Statistics and Probability	3(3-0-6)

d. Aesthetics and Physical Education: 3 credit

117-132	Physical Education and Recreation	3(2-2-5)
117-133	Art and Music Appreciation	3(2-2-5)

2. PROFESSIONAL COURSES: 84 credits**a. Core courses – 24 credits; choose at least 8 courses from the following:**

221-101	Principles of Financial Accounting	3(3-0-6)
221-203	Organization and Management	3(3-0-6)
221-204	Business Finance	3(3-0-6)
221-205	Principles of Marketing	3(3-0-6)
221-300	Managerial Accounting	3(3-0-6)
221-303	Business Law	3(3-0-6)
221-322	Human Capital Management	3(3-0-6)
221-325	Cross Cultural Business Communication	3(3-0-6)
221-326	Strategic Management for Competitiveness	3(3-0-6)
221-327	Change Management	3(3-0-6)
221-328	Research Methods	3(3-0-6)
221-329	Data Analysis for Decision Making in Business	3(3-0-6)
221-333	Service Psychology	3(3-0-6)
221-507	Marketing and Digital Business Management	3(3-0-6)

b. Major Required Courses: 45 credits, 15 courses as following:

211-101	Introduction to Meeting Incentives Conventions and Exhibitions	3(2-2-5)
211-112	Gastronomy and Kitchen Operation Management	3(2-2-5)
211-122	Exhibition Management for Hotels and Tourism	3(2-2-5)
211-224	Incentive Travel for Hotels and Tourism)	3(2-2-5)
211-226	Meeting and Convention Management for Hotels and Tourism	3(3-0-6)
211-228	Tourist Behavior	3(2-2-5)
211-234	Tourist Experience Management for Hotels and Tourism	3(3-0-6)
211-265	Film Tourism	3(3-0-6)
211-312	Restaurant and Catering Management	3(3-0-6)
211-316	Hotels and Tourism Marketing	3(3-0-6)

c. Major Elective Courses – 15 credits, choose at least 5 courses from the following:

211-102	Service Quality Management	3(3-0-6)
211-212	Airline Business	3(3-0-6)
211-221	Bar and Beverage Management	3(3-0-6)
211-288	Hotels Room Operation and management	3(3-0-6)
221-301	Tourist Destination Development	3(2-2-5)
211-306	Laws for Hotels and Tourism	3(3-0-6)
211-313	Consumer Behavior in Hotels and Tourism	3(3-0-6)
211-323	Tour Guiding	3(3-0-6)
211-324	Flight Attendant Operation	3(3-0-6)
211-325	Travel Agency and Tour Operator Management	3(3-0-6)
211-328	Contemporary Issues for Hotels and Tourism I	3(3-0-6)
211-426	Tourism & Hotel Planning and Development	3(3-0-6)
211-403	Senior Tourism	3(3-0-6)
211-412	Seminar on Hotels and Tourism	3(3-0-6)
211-422	Contemporary Issue for Hotels and Tourism 2	3(3-0-6)
211-425	Community Based Tourism Project	3(3-0-6)
211-441	Convention Sales and Services	3(3-0-6)
211-442	MICE Venue Management for Hotels and Tourism	3(3-0-6)

211-443	Special Events for Hotels and Tourism	3(3-0-6)
211-453	Cultural Tourism	3(3-0-6)
211-456	Wellness Tourism	3(3-0-6)
211-459	Club and Bar Management	3(3-0-6)
211-460	Logistics for Tourism Industry	3(3-0-6)
211-463	Medical Tourism	3(3-0-6)
211-466	Food Tourism	3(3-0-6)
211-467	Airline Marketing	3(2-2-5)
211-482	Survey and Research for Hotels and Tourism	3(3-0-6)
211-555	Internet of Things for Hotels and Tourism	3(3-0-6)
211-556	Destination Management in ASEAN Countries	3(3-0-6)
211-557	Exploration of Business in Asia	3(3-0-6)

3. Cooperative Education Program (Internship) – 6 credits

211-490	Preparation to Cooperative Education	3(2-2-5)
211-493	Cooperative Education 1	3(0-20-0)

4. Free Elective Courses: 6 credits

Students can freely choose 6 credits from courses offered by international Program of Siam University.

Course Descriptions

Humanities and Social Science – 6 credits

117-100 Principles of Economics and Philosophy of Sufficiency Economy 3(3-0-6)

Pre: None

General economic principles deal with the allocation of scarce resources for highest utility, consisting of macro economics which explains the theory of national income, consumption behavior, savings and investment, price theory, income, government budget, money and banking and global economics. Micro economics deals with the behavior of the individuals, demand of consumers, the cost theory and market structures. The self sufficiency philosophy stipulates a middle way and no excess in spending and investment, from the household level, corporate and

institutional level and the national level, in order to avoid an economic meltdown and to achieve sustainable economic growth and development.

117-101 Introduction to Sociology 3(3-0-6)

Pre: None

Influence of social environment to individuals, status and roles of people in society, influence of a group on human behavior, group construction and leadership, opinion towards working, the way to have good human relationships, the consideration of importance and devolution of institutes by ranking, technology progress and population change.

117-104 Human Relations and Personality Development 3(3-0-6)

Pre: None

Meanings, background, and uses of human relation, interpersonal relationship and groups in society, appropriate adjustment to situations in society, theories of personality, and personality development for social adjustment, personal differences, leadership, and practice appropriate behaviors and social manners.

117-105 ASEAN in the Modern World 3(3-0-6)

Pre: None

Changes in the modern world; the New World Order; the importance of South-East Asia to the world; background of ASEAN; factors influencing ASEAN such as history, politics, economy, social issues and culture; situations and problems of ASEAN in the present time; relationship within ASEAN countries; roles of ASEAN in Thailand and the world community; roles of power nations for ASEAN, and relationship between Thailand and ASEAN.

117-107 Philosophy, Religions and Life Style 3(3-0-6)

Pre: None

Principles of philosophy; religious teachings and their impact on living; meanings and values of life in religious view; dharma for living; significances of precept, concentration, and wisdom; self improvement and solution of life problems through religious teachings being applied to achievements at work and peaceful living with others.

117-108 Principles of Logics and Thinking Skill for Lifelong Learning 3(2-2-5)

Pre: None

Principles of logics; basic concepts of thinking processes: inductive and deductive thinking; the adoption of various thinking skills to solve different problems including analytical thinking; comparative thinking; synthesis thinking; critical thinking; considerate thinking; applied thinking; conceptual thinking; strategic thinking; problem-solving thinking; integrative thinking; creative thinking; future thinking; and self-study learning as well as a skill for accessibility of knowledge in order to improve oneself continuously.

117-109 Introduction to Intellectual Property 3(3-0-6)

Pre: None

The importance of intellectual property, its role in the creative thinking of human beings as well as the development of science, technology, arts and literature. The individual, business and organizational effects of intellectual property. Overview of Thai intellectual property law including copy rights, patent, and trade marks as well as international trade agreement about copy rights and trade mark such as WTO TRIP's agreement and Patent Cooperation Treaty. The importance role of WIPO toward intellectual property protection among countries as well as the supervision of intellectual property agreement appliance in all involved nations. This course employ a case study approach by which the student will learn how to apply intellectual property concepts that involve in technology, business, bioengineering and computer issues.

117-110 Study Skills 3(2-2-5)

Pre: None

The value of education and means to become an active as well as a successful learner by analyzing the attitude and values of self, life and its relations to tertiary education system, necessary skills for study i.e. library use, information search from current and new Information and Communication technologies, the problems and barriers of study ; the implementation of education technology to improve analytical skills, critical thinking, constructive criticism skill, team work, team-based study, time management. Conflict management, reading, listening, note-taking, deductive, cognitive skills, report and presentation skills as well as important life skill such as Personal Financial Management Skill and skills needed for a citizen in democratic society etc.

117-111 Civilization Studies

3(3-0-6)

Pre: None

Civilizations and the evolution of the world civilization; Thai civilization; factors affecting aspects of Thai society and culture; nature and applied science in Thailand, society, economy, government, religion, ritual, folk play, architecture, sculpture, painting, Thai dance, music, education, values, as well as trends of society and culture.

117-112 Fundamental of Philosophy and Logic

3(3-0-6)

Pre: None

Fundamental philosophy, spirituality, moral education, aesthetics both western and eastern philosophy from the ancient to the present world, study thinking process, reasonable thinking method both inductive and deductive by sciences to apply in accordance with the present social conditions.

117-113 Psychology in Daily Life

3(3-0-6)

Pre: None

Theories and concepts of psychology for applying in daily life, development of psychosocial skills; understanding of oneself and others, transactional analysis, perception, attribution of behavioral causality and motivation, personality and individual differences, E.Q. improvement, management of stress and psychological conflicts, mental health and adjustment.

117-117 Man and Literature

3(3-0-6)

Pre: None

Definition, derivation and forms of literature, relations between humans and arts performance in forms of literature, analysis of thoughts, spirit, philosophy, objective and human ways of living that appears in various kinds of literature, such as poems, novels, short stories and articles indicating humans' problems in natural and social environment and civilization heritage that is influential to the writers.

117-119 Peace Studies

3(3-0-6)

Pre: None

Basic philosophical viewpoints, human communications process and language levels used to make common understanding, theory and concept on politics and economics in several systems, causes of political, economic and religious conflict, which can lead to conflict with religions which has happened in the past and present.

117-120 Family Life Planning

3(3-0-6)

Pre: None

Importance of the difference between sexes so that the student may realize the developmental process of relationships that lead to a fulfilling, responsible, and proper life in a quick changing society. The materials focus on a quality family life planning for the future and describes how people are different in various cultures and societies.

Language and communication: 15 (12+3) credits

117-141 English 1

3(2-2-5)

Pre: None

Practice Basic English skills including listening, speaking, reading and writing. Practice listening sentences and communicative skills for everyday conversations such as greetings, invitations, introduction, as well as responding to the common situations; the correctness of pronunciation as well as the accuracy of grammar. Practice reading sentences and paragraphs by applying knowledge of grammar and sentence structures. Learn how to use English dictionary and answer questions with grammatically correct response.

117-142 English 2

3(2-2-5)

Pre: 117-141 English 1

Practice additional English skills including listening, speaking, reading and writing. Explore native speakers' culture and expressions as well as problems and differences of English application influencing speaking skill by using both verbal and non-verbal languages. Practice basic readings consisting of reading for details and comprehension. Study relationship between

main and supporting sentences. Practice reading passages and answering questions with grammatically correct sentences, words, and expressions.

117-241 English 3

3(2-2-5)

Pre: 117-142 English 2

Practice more complicated English for listening, speaking, reading and writing skills such as talking on the phone, interviews, telling stories and so on. Practice reading longer passages. Study writing paragraphs by focusing on the correctness of grammar. Introduce other contents related to the Standard English test.

117-242 English 4

3(2-2-5)

Pre: 117-241 English 3

Practice all communicative skills including listening, speaking, reading and writing. Practice writing the summary of a passage; taking notes; reading and listening for comprehension; and discussing topics of interest using common expressions with correct grammar. Develop skills needed for the Standard English test.

Second Language: 3 credits

117-191 Thai Usage for Communication

3(2-2-5)

Pre: None

The structure of speaking, writing and communication; the differences between writing and speaking; formal and informal language; orations; royal words; principles of references; telephone communications; principles of writing in various forms such as application letter, resume, note taking and summarizing, interactive business writing and essay. Practice Thai Usage skills including listening, speaking, reading, and writing.

117-192 Thai Usage for Presentation

3(2-2-5)

Pre: None

The principles of speaking including the correct ways to use words, sentences, conjunctions, orations, pronunciation, and speaking in various situations such as comments and

presentations: academic presentation; business presentation; and job interview along with project writing; communication channel selection; and statistical data reading.

117-151 Chinese 1 3(2-2-5)

Pre: None

Phonetic transliteration Chinese pinyin system. 300 vocabularies used in everyday life and simply expressions, Chinese conversation practice, with emphasis on correct pronunciation.

117-152 Chinese 2 3(2-2-5)

Pre: 117-151: Chinese 1

Practice composing basic sentences, finding words in a Chinese-Thai dictionary and conversation with topics of interest. Study 300 additional vocabularies.

117-251 Chinese 3 3(2-2-5)

Pre: 117-152: Chinese 2

Practice composing complex sentences and conversation with topics of interest. Study 300 additional vocabularies used in business settings.

117-252 Chinese 4 3(2-2-5)

Pre: 117-251: Chinese 3

Practice composing more complex sentences. Study the differences between the traditional Chinese characters and the simplified Chinese characters. Practice conversation with topics of interest. Study 300 additional vocabularies.

117-161 Japanese 1 3(2-2-5)

Pre: None

Practical listening and speaking of basic Japanese. Analysis of the basic structure on oral comprehension and basic structures and vocabularies. Practice reading simple sentences and 'Hiragana' and 'Katakana' writing in those structures.

117-162 Japanese 2

3(2-2-5)

Pre: 117-161 Japanese 1

Study and practice listening and speaking skills with broader structures and vocabularies. Practice reading 'Kanji' and writing small essays in everyday life and simply expressions.

117-261 Japanese 3

3(2-2-5)

Pre: 117-162 Japanese 2

Practice listening and learning conversation in various settings. Learn more complicated grammar and develop reading 'Kanji' from previous lessons.

117-262 Japanese 4

3(2-2-5)

Pre: 117-261 Japanese 3

Develop ability in effective speaking skills including Japanese cultural notions and customs. Develop Reading skill and writing skill with more 'Kanji' and extended vocabularies. Comprehension of specific grammatical structures.

117-181 Korean 1

3(2-2-5)

Pre: None

Alphabet, phonetics and sentences patterns. Learn basic Korean grammar structures, vocabularies for daily life. Practice listening skill and speaking skills emphasis on simple conversations for daily communication.

117-182 Korean 2

3(2-2-5)

Pre: 117-181 Korean 1

Practice listening and speaking skills with broader Korean structures emphasis on conversation and vocabularies for daily life. Practice reading and writing small essays in everyday life and simply expressions.

117-281 Korean 3

3(2-2-5)

Pre: 117-182 Korean 2

Practice listening and learning conversation in various settings. Learn more complicated grammar and develop conversation, reading skill, and writing skill in various settings, studying additional vocabularies.

117-282 Korean 4

3(2-2-5)

Pre: 117-281 Korean 3

Develop ability in effective speaking skills including Korean cultural notions and customs. Develop reading skill and writing skill and extended vocabularies. Comprehension of specific grammatical structures to understand the full outline of Korean language as previously taught and how to use it as a whole.

Mathematics and Science – 6 credits

117-121 Mathematics in Daily Life

3(3-0-6)

Pre: None

The importance and theoretical development of mathematics; relationships between mathematics, numbers, and symbols; mathematics and technology; mathematics and problem solving and decision making; logic and reasoning; basic graph theories application; model design and solutions; and implementation of mathematics in daily life.

117-122 Basic Statistics for Data Analysis

3(3-0-6)

Pre: None

Basic statistics including data collection, descriptive statistics, basic probability theory, random variables, Binomial distribution, Poisson distribution, Normal distribution, hypothesis testing, analysis of variance, correlation and simple linear regression by utilizing statistical programming package.

117-123 Life and Environment

3(3-0-6)

Pre: None

Study relationship between human and environment emphasizing the significance of natural resources, energy, global climate change as well as awareness of environmental problems

and impacts from pollutions; loss of biodiversity; environment conservation; the use of biotechnology and alternative energy; environment regulations and laws as well as lifestyle according to philosophy of sufficiency economy.

117-124 Information Technology

3(2-2-5)

Pre: None

Concept of computer technology; components of computer system; the functions of hardware and software; data communication and computer networking; multimedia technology; Internet and its application. Practice data retrieving, using electronic mail, word processing, and developing basic Webpage.

117-125 Computer for Studies and Works

3(2-2-5)

Pre: None

Principles of data and information management; types of data files; algorithm and problem solving; e-business; computer laws; ethics and computer security; computer careers and certification; and trends of information technology. Practice using spreadsheet and presentation software.

117-126 Nutrition for wellness

3(3-0-6)

Pre: None

Significance and role of food for health; nutrient loss during processing; facts and myths regarding food for health and supplementary foods; food and diseases; nutritional therapy concept; nutritional label and food laws that govern the nutritional quality of foods.

117-127 Chemistry in Daily Life

3(3-0-6)

Pre: None

The essence of chemistry; matter and their classifications; chemical compounds in daily life such as metals, glass, papers, polymers, plastics, natural and synthetic colors, drugs, addictive drugs, detergents, cosmetics; carcinogenic compounds; toxic compounds used in daily life as well as prevention and alleviation.

117-128 Mathematics in Civilization

3(3-0-6)

Pre: None

Fundamental principle and development of numbers and thinking system with numbers as the base, the application of numbers to geometry and trigonometry, study the numbering system and development of basic statistic possibilities in order to have fundamental knowledge of logical numbers that will lead to a higher level of mathematics theory study

117-129 Statistics and Probability

3(3-0-6)

Pre: None

Descriptive statistics, frequency distribution, probability theory, probability distributions, sampling, and hypothesis testing.

Aesthetics and Physical Education – 3 credits

117-132 Physical Education and Recreation

3(2-2-5)

Pre: None

Basic knowledge of physical education; essential recreations for the improvement of life quality in the modern society; types of sports and recreations, need for recreation in each age range; management and administration of recreation. Select one kind of sports to learn about its rules, regulations, manners, and basic skills. Practice physical exercise and body strengthening processing the appropriate way for good health.

117-133 Art and Music Appreciation

3(2-2-5)

Pre: None

Meanings and the evolution of art and music; principles of aesthetics; and major aspects of art and music. Cultivate understanding, recognition, and appreciation of art and music. Explore masterworks in various fields of art from the ancient to present age and artist's inspiration behind creating those works. Emphasize values of art and music as tools for uplifting human mind.

2. Professional Courses

Business core courses – 24 credits

221-101 Principles of Financial Accounting 3(3-0-6)

Pre: None

Accounting concepts, financial statement, accounting cycle, inventory, cash receivables, assets, current and long-term liabilities, and equity structure of proprietorships, partnerships and corporations. Valuation of assets, income determination, preparing financial statements. Investment practices, depreciation, depletion, and amortization. Partnerships, acquisition and disposition of assets. Fund and cash flows. Intangible assets, long-term assets, and profit measurements. Procedures for operation, planning and decision making.

221-203 Organization and Management 3(3-0-6)

Pre: None

Fundamentals of management showing how the manager in an organization effectively performs the functions of planning, organization, directing and controlling. Accountability, responsibility and authority relationships.

221-204 Business Finance 3(3-0-6)

Pre: 221-101 Principles of Financial Accounting

Scope and function of financial management with respect to investment, time value of money, cash flow budgeting, introduction to financial statements analysis, assets management and project funding.

221-205 Principles of Marketing 3(3-0-6)

Pre: None

Meaning and significance of marketing with respect to main activity for distribution of goods and services, principles of marketing, consumer behavior, function of marketing and marketing institutions, and their effect on society and economy. Market targeting and cultural influences.

221-300 Managerial Accounting 3(3-0-6)

Pre: 221-101 Principles of Financial Accounting

Preparation and analysis of statement of changes in financial position, financial statement analysis, financial reporting under price-level changes, analysis and interpretation of cost data as an aid to management for planning, controlling and decision making, budgetary control, and responsibility accounting.

221-303 Business Law 3(3-0-6)

Pre: None

Meaning and nature of juristic acts and contracts. Laws relating to sale, exchange, gifts, hire of property and hire-purchase, agency, brokerage, loan, and negotiable instruments. Laws regarding the organization, operation and liquidation of partnerships, limited companies and public companies, intellectual property, labor, and taxation.

221-322 Human Capital Management 3(3-0-6)

Pre: 221-203 Organization and Management

Duties and responsibility of the personal manager, man power planning, recruiting, training, developing. Appraising performance, promotional system, motivation and welfare of employees. Promotion, demotion, dismissal and transfer of personal.

221-325 Cross Cultural Business Communication 3(3-0-6)

Pre: None

Thinking, theory and rule for social cross cultural communication. Emphasis on language, culture, social status, nationality, and social relation structure in each society. Verbal and non verbal communication across cultures, including understanding gestures, and expressions, preparing reports, documents that varies across cultures. Barriers of cross-cultural communication, cultural bias and how to overcome.

221-326 Strategic Management for Competitiveness 3(3-0-6)

Pre: None

This course aims to provide the knowledge on Business environment assessment, external and internal environment analysis, strategy formation, implementation, application, review,

evaluation and control. Further, based on the theories, students will get a better knowledge on how can business managers assure the strategic management concepts to maintain competitiveness of the business.

221-327 Change Management

3(3-0-6)

Pre: 221-203: Organization and Management

This course will help develop the skills and knowledge required to promote the use and implementation of innovative work practices to effect change and manage changes so there is minimal work place disruption. Upon course completion, participants will be able to: Understand the role of change in organizational success.

221-328 Research Methods

3(3-0-6)

Pre: 117-129 Statistics and Probability

This course provides the knowledge on how the research to be conducted. The key topics such as research methods, such as qualitative and quantitative analysis , referencing styles such as author-date, and also will discuss about the database for publishing and managing bibliographies, citations and references (e.x. Endnote), also will brief about document preparation systems. Also, students will gain knowledge on how to select a good journal for their publications and key items in a research. At the end of this course the student will have to submit a simple research paper using secondary data and with appropriate citation.

221-329 Data Analysis for Decision Making in Business

3(3-0-6)

Pre: 117-129 Statistics & Probability

Data analysis to decision making in business. Main topics are sampling distributions, hypothesis testing, multivariate data analysis for business decision making.

221-333 Service Psychology

3(3-0-6)

Pre: None

A study of concept and fundamental theories of psychology and psychology for Service Industry; human-relation, communication, sociality, economy and culture related to tourism behavior; consumer behavior and principles of public relations in service industry

221-507 Marketing and Digital Business Management 3(3-0-6)

Pre: None

Meaning, importance and role of digital marketing towards economy and society in the digital era. The course provides students with knowledge of consumer behavior in the digital era, market segmentation, target group, product positioning, marketing mix.

The course also covers the application of digital media as a marketing tool, preparation of using digital marketing as a marketing strategy and marketing communication through social media.

Major Required Courses – 45 credits

*** 211-100 Introduction to Hotels and Tourism 3(2-2-5)**

Structure and hotel and tourism management; policy and operation of hotel services such as Front Office, Food and Beverage, Housekeeping and others units in coordination with hotel and allied industries.

***211-225 Sustainable for Hotels and Tourism 3(3-0-6)**

Definition, concepts and principles of sustainable events, hotels and tourism; situation, management of sustainable events, hotels and tourism; notions and planning for development.

***211-270 Special Interest Tourism 3(2-2-5)**

Definition, principles, and the management of special interest groups, the understanding of tourism of special interest groups, i.e., medical tourism, film tourism, food tourism, casino and gaming tourism and shopping tourism.

***211-346 Research Methods in Hotels and Tourism 3(3-0-6)**

Qualitative and/or quantitative research design in hotels and tourism Students will collect data and write a research report.

**211-101 Introduction to Meetings, Incentives, Conventions, and Exhibitions
3(2-2-5)**

Definition and importance of MICE industry; the MICE industry throughout the world; the MICE industry in Thailand and its economic impacts.

211- 112 Gastronomy and Kitchen Operation Management 3(2-2-5)

Lectures on the history of the culinary arts, sanitation practice, nutrition and practices in cooking.

211-122 Exhibition Management for Hotels and Tourism 3(2-2-5)

General background of exhibition markets for hotels and tourism, present situation, trend and opportunity of the market, selection of the target market, exhibition market planning, implementation and evaluation, interaction between staff, customers, contractors, necessary to implement a successful exhibition market for hotel.

211-224 International Tourism and Incentive Travel 3(2-2-5)

Case studies about tourism management in different countries, components of incentive travels such as destination management companies, program planning and on-site management of incentive travels.

211-226 Meeting and Convention Management for Hotels and Tourism 3(2-2-5)

Issues impacting the management of large and small conventions, meetings, and events; including meeting site selection, program planning and budgeting, legal issues, insurance, housing, food and beverage arrangements, transportation, exposition management, and audiovisual services; practice assignments.

211-228 Tourist Behavior 3(2-2-5)

A study of motivations for travel; tourist needs and behavior classified by purpose of travelling, culture, demographic, social-economic characteristics, and cross-culture differences and tourist psychology.

211-312 Restaurant and Catering Management 3(3-0-6)

Work of the restaurant and banquet, the way to set up organizations in the restaurant and catering section, food & beverage selling estimation, apparatus cleaning, table and sideboard setting, cooking, special menu prescription and selling, reservation, and banquets on different occasions. Supplementation of practicum classes in the department's restaurant teaching lab.

211-316 Hotels and Tourism Marketing 3(3-0-6)

Strategic analyses and organizational decisions, market mix, marketing planning involved in managing and maintaining markets in hotels and tourism, and marketing industry.

***211-338 Crisis Management for Hotels and Tourism 3(2-2-5)**

Definitions and the impact of tourist risk perceptions, risks, and disasters from natural disasters, terrorism, diseases affecting the hotel and tourism industry and the management of crisis management in solving of emergency problems

211-234 Tourist Experience Management 3(3-0-6)

The definitions and scope of tourist experience, tourist activities and management in enhancing the sense of authenticity.

211-265 Film Tourism 3(3-0-6)

Definition of film tourism, film tourist typologies, characteristics of tourist behavior and motivations of film tourists. The impact of films in creating destination awareness, enhance destination image, and motivate travels. The course requires students to participate in field trips and surveys.

Major Elective Courses – 15 credits

211-102 Service Quality Management 3(3-0-6)

Management of methods of service with ability to respond to customer needs, principles of continuous hotel service quality development, analysis and application of service strategy, development of service system to include training of manpower involved.

211-212 Airline Business 3(3-0-6)

General Information about airline business, aviation geography, regulation of air traffic, time schedule tables, type of aircraft and aviation efficiency, service aboard and on the ground, passenger card writing, fare calculation, air-ticket selling, reservations immigration methodology, transportation and parcels. On-site study.

211-221 Bar and Beverage Management 3(2-2-5)

Production process and service procedures of beers, wines and spirits. Emphasis on how to mix drinks and cocktails, how to recommend wines, how to deal with customers, how to prepare, clear and close a bar, also how to monitor and control business performance, and supplementation of with practicum classes in the department's restaurant lab.

211-227 Food and Beverage Management 3(3-0-6)

Purposes of food and beverage control. Implementing and maintaining a control process; purchasing, receiving, storing, issuing, as well as, making a food & beverage requisition. Calculation of food and beverage cost, fixation of standard cost, expense, food production planning. Comparison of food & beverage cost and standard cost, report writing. The lectures will be supplemented with practicum classes in the department's restaurant teaching lab.

211-288 Hotels Room Operation and Management 3(3-0-6)

The Relationship between the front office and the house keeping operation tourist companies and travel agencies. Structure of hotel front office management, reservation, reception, registration and other related works.

221-301 Tourist Destination Development 3(2-2-5)

Principles and processes of planning and its significance in tourism development; potential of tourist destinations; development of various types of destinations; determination of carrying capacity of destinations; roles and cooperation of relevant governmental and private organizations in developing destinations; problems and problem solving on tourist destination planning and development.

211-306 Laws for Hotels and Tourism 3(3-0-6)

Law regarding partnership and corporation, their set-up, scope of right and duty in operation, liquidations and commercial codes. Relation to production, management, contracts and taxation and business ethics.

211-313 Consumer Behavior in Hotels and Tourism 3(3-0-6)

Analysis of theoretical and empirical factors on tourist consumer behavior and its direct application to the tourist industry. Emphasis on differences in culture and religion, classification of tourists on the bases of age, gender, marital status, aim, for the purpose of efficient service arrangement.

211-323 Tour Guiding 3(2-2-5)

Fundamentals and philosophy of tour guiding; tourists guide personalities, etiquette, speech delivery, and responsibilities. Preparation for sightseeing, currency exchange, emergency problem solving, and field study.

211-324 Flight Attendant Operation 3(3-0-6)

Crew duties, flight safety, emergency and boarding procedures; food and beverages services in different classes; in-flight announcements and entertainment.

211-325 Travel Agency and Tour Operator Management 3(3-0-6)

Travel agency operations including sales, ticketing, tour, group, FIT, and IATA regulations for agents related to premises, documents, safety.

211-328 Contemporary Issues for Hotels and Tourism 1 3(3-0-6)

Issues with impact on hotels and tourism. Exploration of the issues utilizing various strategies and multi-disciplinary approach. Discussion and interpretation of multiple perspectives with emphasis on critical thinking, strategic decision-making, and formulation of innovative solutions.

211-403 Senior Tourism 3(3-0-6)

Definition of senior tourism, characteristics of tourist behavior and motivations of senior tourists. Requirement of student participation in field trip and survey.

211-412 Seminar on Hotels and Tourism 3(3-0-6)

Trends and current problems in hotels and tourism management projects.

211-422 Contemporary Issues for Hotels and Tourism 2 3(3-0-6)

Study of solutions to contemporary issues via case studies in hotels and tourism industry, particularly in Thailand

211-425 Community Based Tourism Project 3(3-0-6)

Basic concepts of community-based tourism; process of management; guidelines and tools for sustainable development; development of community-based tourism in Thailand; workshops and field visits of local areas.

211-426 Tourism Planning and Destination Development 3(3-0-6)

Principles and processes of planning and its significance in tourism development; assessment of potential of tourist destinations; development of various types of destinations; determination of carrying capacity of destinations; roles and cooperation of relevant governmental and private organizations in developing destinations; problems and problem solving on tourist destination planning and development.

211-441 Convention Sales and Services 3(3-0-6)

Perspectives of the convention and event industry, how to reach, sell, and service different kinds of meetings and conventions, the types of organizations that stage such events, and the people who hold the key to site selection; concentration on 1) convention sales and sales management, 2) the sales process, and 3) the convention service operation.

211-442 MICE Venue Management for Hotels and Tourism 3(3-0-6)

Introduction to the development and venue management of various MICE sectors for hotels and tourism, critical issues significant to the industry's current and future development from practical and academic points of view.

211-445 International Hotel Management 3(3-0-6)

Theory of services management in international hotel chains and strategic management in providing successful hotel and related services worldwide.

211-443 Special Events for Hotels and Tourism 3(3-0-6)

Practices of special events in hotels and tourism projects by applying concepts of planning, organization and management learnt from related subjects.

211-451 Hotel Planning and Development 3(3-0-6)

Basic theory on hotel planning and sustainable development, the role of government and non-government agencies, psychological, sociological and geographic dimensions and interrelationships for effective planning and development of hotel on local, national or international markets, and ecology and environmental impacts.

211-453 Cultural Tourism 3(3-0-6)

A study of the meaning of culture, culture interactions in various aspects of tourism resources; types of cultural tourism with the emphasis on religion, history, art and culture, custom and tradition; including cultural tourism planning and operation.

211-456 Wellness Tourism 3(3-0-6)

This course will equip students with knowledge and understanding of the new emerging tourism sector – Health, Medical and Wellness. It focuses on health products development, managing resources, catering to the needs of tourists' health and well-being.

211-459 Club and Bar Management 3(3-0-6)

Administration, operation and position of business in club and bar industry. Market analysis. Member relations management. Food and beverage management in club. Bar design and set up. Production and service planning, staffing, budgeting and financial controls. Managing of special events and case studies.

211-460 Logistics for the Tourism Industry 3(3-0-6)

The development of tourism transportation. Various types of transportation and communication related to tourist and government policies. Modes of transport for tourism, such as water transport, airlift, and land transport, including planning procedures.

211-463 Medical Tourism 3(3-0-6)

Definition of Medical Tourism, characteristics of tourist behavior and motivations of medical tourists. Criteria in selecting medical tourism providers.

211-466 Food Tourism 3(3-0-6)

Definition of food tourism, characteristics of tourist behavior and motivations of food tourists such as gastronomy tourists, food neophilia, food neophobia

211-467 Airline Marketing 3(2-2-5)

Strategic analyses and organizational decisions, market mix, marketing planning involved in managing and maintaining markets in airlines.

211-482 Survey and Research for Hotels and Tourism 3(3-0-6)

Survey and Research principles and methods. Defining research problem of hotels and tourism business including research proposing and presenting.

211-555 Internet of Things for Hotels and Tourism 3(3-0-6)

Interconnection of smart "things", combining communications, IoT, Cloud Computing, Crowd Sourcing and a broad range of everyday applications (Electronics, Sensors, Cyber security, Communications and networks, Data analytics) for real-world applications.

211-556 Destination Management in ASEAN Countries 3(3-0-6)

Explore regions, locations, organizations, services, service providers, cuisine, trends, and natural attractions in selected countries.

211-557 Exploration of Business in Asia 3(3-0-6)

Learning should players in various business and industries of selected countries in Asia. Submit a report on business environment, products, services, brands, competition, government policies, investment promotions, startup and investment opportunity.

3. Cooperative Education: 6 Credits.

211-490 Preparation to Cooperative Education 3(2-2-5)

Conducting principle of working in organization, duties, and responsibilities. Appropriate working attitudes. Application of theories into work.

211-493 Cooperative Education 1 3(0-20-0)

Educational program that enables students to integrate classroom learning with practical experience in their field of study. The co-operative education program will consist of 400 hours in workplace.

211-494 Cooperative Education 2 3(0-20-0)

Educational program that enables students to integrate classroom learning with practical experience in their field of study. The co-operative education program will consist of 400 hours in workplace.

4. Free Elective Courses: 6 credits

Students can freely choose 6 credits from courses offered by International Program of Siam University.