

# Bachelor of Art in Hospitality Industry Management

# BA in Hospitality Industry Management





# Bachelor of Arts Program in Hospitality Industry Management

**1. Program Name**

Program Name : Bachelor of Arts Program in Hospitality Industry Management

**2. Degree and Field of Study**

Full Name : Bachelor of Arts (Hospitality Industry Management)

Abbreviation : B.A. (Hospitality Industry Management)

**3. Total Program Credits**

The bachelor's degree requires a minimum of 120 credits.

**4. Career Opportunities Upon Graduation**

Graduates of the Bachelor of Arts Program in Hospitality Industry Management (New Program, 2025) can apply the knowledge gained from their studies to pursue roles as entrepreneurs and employees in public and private organizations in the hospitality industry, service businesses, management, and other related fields, including:

4.1 Entrepreneurship/Freelancing

- Entrepreneur in the service business
- Entrepreneur in the accommodation business
- Entrepreneur in the food and beverage business
- Entrepreneur in the health and beauty care business
- Content creator in the service business

4.2 Employees/Staff

4.2.1 Private Sector Organizations

- Employee in the service business
- Employee in the accommodation business
- Employee in the food and beverage business
- Employee in the aviation business
- Employee in the event and seminar management business

4.2.2 Public Sector Organizations

- Lecturer in the service business field
- Academic in the service business field
- Planner in the service business field
- Developer/Promoter in the service business field
- Advisor and public relations officer in the service business field

## 5. Curriculum Details

### 5.1 Total Credits for the Entire Program: 120 credits

### 5.2 Program Structure

| | |
|---|---|
| **A. General Education Courses** | 24 credits |
| 1) Language Courses | 9 credits |
| Compulsory | 6 credits |
| Electives | 3 credits |
| 2) Humanities and Social Sciences Courses | 6 credits |
| Compulsory | 3 credits |
| Electives | 3 credits |
| 3) Science and Mathematics Courses | 6 credits |
| Compulsory | 3 credits |
| Electives | 3 credits |
| 4) Physical Education and Recreation Courses | 3 credits |
| Electives | 3 credits |
| **B. Specialized Courses** | 90 credits |
| 1) Professional Core Courses | 45 credits |
| 2) Compulsory Specialized Courses | 33 credits |
| 3) Elective Specialized Courses | 12 credits |
| **C. Free Elective Courses** | 6 credits |

## 6. Courses in the Curriculum

| | | |
|---|---|---|
| **6.1 General Education Courses** | | **Total 24 credits** |
| **1) Language Courses** | | **Total 9 credits** |
| **Compulsory** | | **Total 6 credits** |
| GEE1401 | Thai Language Communication Skills | 3(2-2-5) |
| GEE1402 | English for Daily Communication | 3(2-2-5) |
| **Electives** | | **Total 3 credits** |
| Select 1 course from the following: | | |
| GEE1403 | Academic English Communication | 3(2-2-5) |
| GEE1404 | Chinese for Daily Communication | 3(2-2-5) |
| GEE1405 | Korean for Daily Communication | 3(2-2-5) |
| GEE1406 | Japanese for Daily Communication | 3(2-2-5) |
| GEE1407 | Burmese for Daily Communication | 3(2-2-5) |

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| GEE1408 | Bahasa for Daily Communication | 3(2-2-5) |
| GEE1409 | Arabic for Daily Communication | 3(2-2-5) |
| GEE1410 | English Correspondence | 3(2-2-5) |
| GEE1411 | English for Professional Purposes | 3(2-2-5) |
| GEE1412 | Characteristics of Thai Language | 3(3-0-6) |
| GEE1413 | Creativity and Communication | 3(3-0-6) |
| GEE1414 | Thai Language Communication in Organization | 3(3-0-6) |
| GEE1415 | Thai in New Media | 3(3-0-6) |
| GEE1416 | Thai Literature and Tourism | 3(3-0-6) |
| GEE1417 | Principles of Translation | 3(3-0-6) |
| | **2) Humanities and Social Sciences Courses** | **Total 6 credits** |
| | **Compulsory** | **Total 3 credits** |
| GEE1501 | The King's Philosophy for Sustainable Development | 3(3-0-6) |
| | **Electives** | **Total 3 credits** |
| Select 1 course from the following: | | |
| GEE1502 | Life and Career Planning for the New Generation | 3(3-0-6) |
| GEE1503 | Law in Everyday Life | 3(3-0-6) |
| GEE1504 | Citizenship and Global Citizens | 3(3-0-6) |
| | **3) Science and Mathematics Courses** | **Total 6 credits** |
| | **Compulsory** | **Total 3 credits** |
| GEE1601 | Information and Communication Technology for Digital Life | 3(3-0-6) |
| | **Electives** | **Total 3 credits** |
| Select 1 course from the following: | | |
| GEE1602 | Mathematics and Statistics in Daily Life | 3(3-0-6) |
| GEE1603 | Herbs for Health and Distribution | 3(3-0-6) |
| GEE1604 | The Miracle of Numerology | 3(3-0-6) |
| | **4) Physical Education and Recreation Courses** | **Total 3 credits** |
| | **Electives** | **Total 3 credits** |
| Select 1 course from the following: | | |
| GEE1701 | Exercise for Health | 3(2-2-5) |
| GEE1702 | Healthy Body and Mind | 3(2-2-5) |
| GEE1703 | Sports and Recreation for Health | 3(2-2-5) |

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| **6.2 Specialized Courses** | | **Total 90 credits** |
| | **1) Professional Core Courses** | **Total 45 credits** |
| BHM1101 | Introduction to Financial Services | 3(3-0-6) |
| BHM1102 | Managerial Accounting | 3(3-0-6) |
| BHM1103 | Strategy: Choices and Change | 3(3-0-6) |
| BHM1104 | Global Business Environment | 3(3-0-6) |
| BHM1105 | Entrepreneurship, Innovation and Leadership | 3(3-0-6) |
| BHM1106 | Business Without Frontiers | 3(3-0-6) |
| BHM2101 | Introduction to Marketing | 3(3-0-6) |
| BHM2102 | Principles of Economics | 3(3-0-6) |
| BHM2103 | Global Challenges for Business | 3(3-0-6) |
| BHM2104 | People Management: Challenges and Choices | 3(3-0-6) |
| BHM2105 | The International Economy | 3(3-0-6) |
| BHM3101 | Organising and Managing Across Cultures | 3(3-0-6) |
| BHM3102 | Organization and Management | 3(3-0-6) |
| BHM3103 | Services Marketing | 3(3-0-6) |
| BHM3104 | Marketing | 3(3-0-6) |
| | **2) Compulsory Specialized Courses** | **Total 33 credits** |
| BHM2201 | Room Operations Management | 3(2-2-5) |
| BHM2202 | Hospitality Operations | 3(2-2-5) |
| BHM2203 | Event and MICE Business Management | 3(3-0-6) |
| BHM2204 | Research Methods and Project | 3(3-0-6) |
| BHM3201 | Front Office Management | 3(2-2-5) |
| BHM3202 | Food and Beverage Service | 3(2-2-5) |
| BHM3203 | Kitchen and Food Operations | 3(2-2-5) |
| BHM3204 | Housekeeping Management | 3(2-2-5) |
| BHM4201 | Flower Arrangement for Venue Decoration | 3(3-0-6) |
| BHM4202 | Strategic Planning for the Hospitality Industry | 3(3-0-6) |
| BHM4203 | Emerging Trends in the Hospitality Industry | 3(3-0-6) |

**3) Elective Specialized Courses** **Total 12 credits**

Students who register for Co-operative Education (6 credits) select 2 further courses (6 credits). Students who register for the 3-credit professional experience course select 3 further courses (9 credits) from the following:

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|---|---|---|
| BHM3301 | Creativity and Communication | 3(3-0-6) |
| BHM3302 | Technology for Tourism and Service | 3(2-2-5) |
| BHM3303 | Modern Hotel Business Management | 3(3-0-6) |
| BHM3304 | Tourist Behavior and Cross-cultural Communication | 3(3-0-6) |
| BHM3305 | MICE Sustainable Management | 3(3-0-6) |
| BHM3306 | Management of Performing and Recreational Activities | 3(3-0-6) |
| BHM3307 | Bar and Beverage Management and Operation | 3(3-0-6) |
| BHM3308 | Hospitality Etiquette and Personality Development | 3(3-0-6) |
| BHM3309 | Seminar in Hospitality Industry | 3(2-2-5) |
| BHM4301 | Co-operative Education | 6(500 hrs) |
| BHM4302 | Co-operative Education in Tourism and Hospitality | 3(300 hrs) |

**6.3 Free Elective Courses** **Total 6 credits**

Students must complete at least 6 credits from courses offered in the university's regular undergraduate programs.

## 7. Course Descriptions

**7.1 General Education Courses** **Total 24 credits**

**1) Language Courses** **Total 9 credits**

GEE1401 Thai Language Communication Skills 3(2-2-5)

Communication elements and process; Thai language in media; language and communication in society; practice of listening, speaking, reading, and writing skills in various contexts; techniques of writing Thai for specific purposes.

GEE1402 English for Daily Communication 3(2-2-5)

Basic English communication to develop listening, speaking, reading, and writing skills in various situations and the appropriate use of language skills for daily communication, including integrated activities to develop communication skills.

GEE1403 Academic English Communication 3(2-2-5)

English for effective academic communication. Teaching activities integrate all four skills with a focus on reading, using content from real and virtual teaching materials, both printed and audio-visual media, as well as online resources.

GEE1404 Chinese for Daily Communication 3(2-2-5)

Development of Chinese language skills for communication in basic listening, speaking, reading, and writing used in daily life, including integrated activities to develop communication skills.

GEE1405 Korean for Daily Communication 3(2-2-5)

Development of Korean language skills for communication in basic listening, speaking, reading, and writing used in daily life, including integrated activities to develop communication skills.

GEE1406 Japanese for Daily Communication 3(2-2-5)

Development of Japanese language skills for communication in basic listening, speaking, reading, and writing used in daily life, including integrated activities to develop communication skills.

GEE1407 Burmese for Daily Communication 3(2-2-5)

Development of Burmese language skills for communication in basic listening, speaking, reading, and writing used in daily life, including integrated activities to develop communication skills.

GEE1408 Bahasa for Daily Communication 3(2-2-5)

Basic grammar of Bahasa; listening, speaking, and reading sentences and short essays; writing sentences; vocabulary; and conversation at an introductory level.

GEE1409 Arabic for Daily Communication 3(2-2-5)

Basic grammar of Arabic; listening, speaking, and reading sentences and short essays; writing sentences; vocabulary; and conversation at an introductory level.

GEE1410 English Correspondence 3(2-2-5)

Writing various types of letters with emphasis on form, vocabulary, and idiomatic and conventional expressions, including writing letters of application and preparing resumes.

GEE1411 English for Professional Purposes 3(2-2-5)

Vocabulary and expressions used in various career areas; writing skills, summarizing, message taking, correspondence, minute taking, resume writing, job applications, job interviews, report writing, and presentations in English for each profession.

GEE1412 Characteristics of Thai Language 3(3-0-6)

Characteristics of the Thai language in words, phrases, and sentences.

GEE1413 Creativity and Communication 3(3-0-6)

Creative thought processes, with critical thinking as an important part, and the communication of these thoughts to achieve suitable results in social, cultural, and environmental contexts at personal, organizational, and social levels.

GEE1414 Thai Language Communication in Organization 3(3-0-6)

Characteristics of official and business language; improving Thai usage and communication abilities in official and business communication.

GEE1415 Thai in New Media 3(3-0-6)

Characteristics of Thai in new-media communication and its communicative functions; approaches to analyzing language in new media that reflect social trends.

GEE1416 Thai Literature and Tourism 3(3-0-6)

The relationship between Thai literature and Thai cultural tourism, including field study at sites related to Thai literature.

GEE1417 Principles of Translation 3(3-0-6)

Translation theories; translation practice of basic general texts from English to Thai and from Thai to English; exploration of the challenges translators face, building awareness of the interdisciplinary nature of translation; introduction to the use of CAT software and other localization tools relevant to translation.

**2) Humanities and Social Sciences Courses** **Total 6 credits**

GEE1501 The King's Philosophy for Sustainable Development 3(3-0-6)

The King's philosophy for sustainable development, focusing on the principles based on the royal policy of King Rama X (His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun). The meaning, principles, theories, and practices of the King's philosophy derived from the Royal Projects of King Rama IX (His Majesty King Bhumibol Adulyadej) are discussed, together with the core principles of understanding, accessibility, and development, and the philosophy of sufficiency economy. The 23 principles of His Majesty's works and integrated applications of the 9 progression principles based on King Rama IX's philosophy are practiced through field trips for local development.

GEE1502 Life and Career Planning for the New Generation 3(3-0-6)

Economic, social, political, environmental, scientific, and technological changes and their effects on human behavior in each generation; strengths and weaknesses of generational differences; bridging gaps between generations as a lesson for career development and personal future planning, including planning skill development for future careers and being a good role model for the younger generation. Students learn to evaluate themselves, plan their future careers, set life goals, manage their lives, and solve problems creatively in everyday life and work according to reason and moral principles.

GEE1503 Law in Everyday Life 3(3-0-6)

General civil law related to persons, property, contracts, debt, torts, family, and inheritance; criminal offenses; the Thai legal system; and laws concerning the quality of student life such as basic rights, human rights, media ethics in the digital age, intellectual property law, environmental law, laws relating to the protection of art and culture, and laws pertaining to developments toward the 21st century.

GEE1504 Citizenship and Global Citizens 3(3-0-6)

Key attributes of citizens; roles of Thai citizens and global citizens; key concepts of international relations, international organizations, and cross-border impacts; analysis of and lessons learned from international events.

**3) Science and Mathematics Courses** **Total 6 credits**

GEE1601 Information and Communication Technology for Digital Life 3(3-0-6)

Basic knowledge of information and communication technology; information management processes; networking technology, online society, and digital literacy; cloud technology for searching and management; creative and innovative production; digital business; safety, law, ethics, and trends in information technology.

GEE1602 Mathematics and Statistics in Daily Life 3(3-0-6)

Introduction to mathematical thinking, logical reasoning, methods of mathematical finance, ratio, proportion, percentage, interest, household accounts; collection, presentation, analysis, and interpretation of data; and applications.

GEE1603 Herbs for Health and Distribution 3(3-0-6)

Basic knowledge of herbs; cultivation, storage, and preparation of herbs; herbal extract preparation methods; types of herbs; activities of medicinal herbs; herbs used as food ingredients and herbal drinks for health; Thai herbal and local wisdom; herbal marketing; application of herbs in cosmetic and community products for added value; distribution and accounting.

GEE1604 The Miracle of Numerology 3(3-0-6)

Basic knowledge of numerology; the relationship between numerology and astrology; statistics of numerology; meanings of single numbers, double numbers, and number series; application of numerology to daily life.

**4) Physical Education and Recreation Courses** **Total 3 credits**

GEE1701 Exercise for Health 3(2-2-5)

Introduction to physiology; the effects of exercise on the body's systems; prevention of exercise injuries; self-testing and assessment of physical fitness; designing a personal exercise program; exercise in sports and exercise for health; and basic practice in sports and exercise for health.

GEE1702 Healthy Body and Mind 3(2-2-5)

Holistic well-being; physical and mental health care; strengthening emotional maturity; and art for promoting holistic well-being.

GEE1703 Sports and Recreation for Health 3(2-2-5)

The importance of and relationship between health and physical fitness; good skills and attitudes in sports and exercise for health; fitness and recreation; building and testing physical fitness; practicing sports or recreational activities of interest to develop good health and personality, sportsmanship, and respect for the rules, regulations, and etiquette of players and spectators, applied to the rules of society.

**7.2 Specialized Courses** **Total 90 credits**

**1) Professional Core Courses** **Total 45 credits**

BHM1101 Introduction to Financial Services 3(3-0-6)

Concepts and goals of financial management; financial planning and forecasting; working capital management; risk and return; long-term financing; cost of capital; project analysis and capital budgeting; basics of capital structure and payout policy; overview of derivative instruments.

BHM1102 Managerial Accounting 3(3-0-6)

Using internal accounting systems to measure and evaluate business performance; the budgeting process; cost behavior; product costing systems; cost-volume-profit analysis; using accounting information for decision-making, corporate planning, and corporate control.

BHM1103 Strategy: Choices and Change 3(3-0-6)

Analysis of business competition; the strategic management process; defining organizational vision and mission; strategic planning at the corporate, business-unit, and functional levels; strategy implementation, evaluation, and control, using case studies.

BHM1104 Global Business Environment 3(3-0-6)

Study of the relationship between a business's strengths, weaknesses, opportunities, and threats and its environment, encompassing social, economic, political, technological, and geographical aspects. Analysis of business trends and directions, the impact of these factors on business operations, and how businesses adapt to the current environment, fostering awareness of conducting business in ways that promote environmental sustainability for the benefit of society.

BHM1105 Entrepreneurship, Innovation and Leadership 3(3-0-6)

Study of entrepreneurship, innovation, and technology-based businesses, including open innovation and the attitudes and motivations of innovative entrepreneurs and social entrepreneurs; characteristics of successful entrepreneurs; steps in starting a new business; development of business models and business plans; business feasibility assessment; and challenges faced by new businesses.

BHM1106 Business Without Frontiers 3(3-0-6)

Basic concepts and overview of borderless business; conducting business in an international environment; leveraging technology to support borderless business; global supply chain management; strategies for expanding into global markets; challenges and risks in borderless business; sustainable development in borderless business; and case studies with practical learning experiences.

BHM2101 Introduction to Marketing 3(3-0-6)

Fundamental marketing principles and concepts, including consumer behavior analysis, the marketing mix, marketing planning and strategies, and the practical application of marketing tools in real-world scenarios, developing the skills and understanding to conduct business effectively and professionally.

BHM2102 Principles of Economics 3(3-0-6)

Fundamental economic theories: demand, supply, market price determination, government price intervention, elasticity, producer behavior, production costs, and the equilibrium of production units in various markets; national income and gross national product, consumption, savings, and investment. Analysis of national income equilibrium, equilibrium employment, central banking and monetary policy, government and fiscal policy, international trade and finance, and issues such as inflation, deflation, unemployment, trade balance, and balance of payments; aspects of economic development.

BHM2103 Global Challenges for Business 3(3-0-6)

How to be a business owner in the global market by analyzing and evaluating the economic, political, social, legal, and technological environmental factors affecting the opportunities and threats of business operations. Theories and case studies help students understand how to plan and evaluate the feasibility of developing a business in the global market, as well as how to organize marketing management, finance, human resource management, knowledge management, and cultural management in multinational corporations for effective business management.

BHM2104 People Management: Challenges and Choices 3(3-0-6)

Concepts of human resource management; job analysis; human resource planning; recruitment and selection; training and development; performance appraisal; compensation and benefits; employee relations; human resource information systems; and employee engagement.

BHM2105 The International Economy 3(3-0-6)

Basic concepts of international trade, the international division of labor, comparative advantage, and the benefits of trade; the effects of trade barriers, including tariffs, quotas, and non-tariff measures, on international trade and welfare; analysis of international capital movements, foreign direct investment (FDI), and foreign portfolio investment (FPI); the World Trade Organization (WTO) and economic integration.

BHM3101 Organising and Managing Across Cultures 3(3-0-6)

Concepts and theories of cross-cultural management affecting operations involving different cultural groups and their impact on organizational behavior in Thailand and abroad; cross-cultural communication and cultural sensitivity, including problems and solutions for overcoming culture shock; ethics in managing different cultures; guidelines for cross-cultural management for efficiency and productivity.

BHM3102 Organization and Management 3(3-0-6)

Business characteristics; concepts and development of management; environmental influences on management; administrative functions and processes, including good governance, social responsibility, and business ethics.

BHM3103 Services Marketing 3(3-0-6)

Marketing for a variety of service businesses, including theories and concepts of modern services marketing, types of service businesses, defining target customers, and customer demand behavior; situation analysis and strategy formulation for service markets, such as service positioning and differentiation; service quality; and building good customer relationships for the success of service businesses.

BHM3104 Marketing 3(3-0-6)

The components of the marketing system, presenting essential knowledge for marketing decision-making, encompassing both the marketing mix concept and modern approaches, with emphasis on tools that enhance understanding of the significance of marketing for careers and professional development.

**2) Compulsory Specialized Courses** **Total 33 credits**

BHM2201 Room Operations Management 3(2-2-5)

Basic operational theories of the hotel rooms division, including practical work for front office staff, room reservations, guest check-in and registration, housekeeping tasks, room cleaning, and cleaning of public areas, with emphasis on hygiene and workplace safety.

BHM2202 Hospitality Operations 3(2-2-5)

The principles and processes of operations in the hospitality industry, encompassing the management of key departments such as the rooms division, food and beverage, and event planning, with hands-on practice in essential service areas including room reservations, guest reception, housekeeping management, and maintaining cleanliness in public areas. The course also covers establishing hygiene and safety standards in the workplace. Students learn to analyze operational challenges and develop problem-solving skills to prepare for careers in the global hospitality industry.

BHM2203 Event and MICE Business Management 3(3-0-6)

The principles and processes of managing event and MICE (Meetings, Incentives, Conventions, Exhibitions) businesses, covering planning, activity design, operations, and evaluation of success. The course includes resource management, such as personnel, budgeting, and technology, and analyzes trends in the MICE industry locally and globally. It emphasizes creative problem-solving skills and risk management strategies to prepare students for careers in a rapidly growing industry that demands specialized expertise.

BHM2204 Research Methods and Project 3(3-0-6)

Research approaches and methodologies relevant to the hospitality industry, including research design, data collection, and systematic data analysis, with emphasis on developing research projects applicable to real-world situations. Students learn to formulate research questions, select appropriate qualitative and quantitative methods, use statistical tools, and present findings clearly and creatively. The course enhances analytical and project management skills, preparing students to conduct high-quality research and contribute to knowledge development in the hospitality field.

BHM3201 Front Office Management 3(2-2-5)

Functions and organizational structure of the front office; room reservations; the guest service process; front desk etiquette and qualifications; coordination with internal and external departments; problems, obstacles, and methods of prevention; solving front-of-house service problems through various case studies.

BHM3202 Food and Beverage Service 3(2-2-5)

Principles and techniques of food and beverage service; knowledge of food and beverages; basic training in the food and beverage department; serving food and beverages according to international practice; use of restaurant service equipment; preparation before service; serving different types of beverages; and storage and maintenance of food and beverage service equipment and tools.

BHM3203 Kitchen and Food Operations 3(2-2-5)

Theories and practices of kitchen work in preparing food and desserts; basic kitchen work; using kitchen utensils; working procedures in the kitchen; basic techniques for food and dessert preparation; cost planning; applying dessert menus; planning kitchen layouts according to the nature of kitchen work; and safety in kitchen operations.

BHM3204 Housekeeping Management 3(2-2-5)

The principles and processes of housekeeping management in the hospitality industry, emphasizing the role and importance of the housekeeping department in creating positive guest experiences. Topics include resource management such as staffing, materials, and budgeting; planning and maintaining cleanliness in guest rooms and public areas; managing amenities; and quality control and adherence to hygiene and safety standards. The course also emphasizes problem-solving skills and strategies for improving operational efficiency in housekeeping services.

BHM4201 Flower Arrangement for Venue Decoration 3(3-0-6)

The principles and techniques of flower arrangement for venue decoration in various contexts, such as events, conferences, weddings, and other ceremonies. Students learn to design and compose floral arrangements that match event themes and venue characteristics, focusing on selecting suitable flowers, creating visually striking placements, and considering color harmony, durability, and aesthetics. The course also develops creative skills and cost management strategies to meet client budgets.

BHM4202 Strategic Planning for the Hospitality Industry 3(3-0-6)

The principles and processes of strategic planning in the hospitality industry, focusing on analyzing internal and external factors affecting businesses, such as market trends, consumer behavior, technological advancements, and competition at local and international levels. Students learn to define business objectives, develop strategies, and evaluate performance for organizational improvement, using strategic tools to support effective decision-making and building long-term planning skills for sustainability in the hospitality industry.

BHM4203 Emerging Trends in the Hospitality Industry 3(3-0-6)

The emerging changes and trends shaping the hospitality industry at local and global levels, including the integration of new technologies in hospitality businesses, evolving consumer demands, sustainability practices, and innovations in enhancing customer experiences, as well as the impact of external economic, social, and environmental factors on the industry. Students learn to apply these trends strategically to enhance business competitiveness and adaptability, developing a comprehensive understanding of market shifts and future opportunities in hospitality.

**3) Elective Specialized Courses** **Total 12 credits**

BHM3301 Creativity and Communication 3(3-0-6)

Creative thought processes, with critical thinking as an important part, and the communication of these thoughts to achieve suitable results in social, cultural, and environmental contexts at personal, organizational, and social levels.

BHM3302 Technology for Tourism and Service 3(2-2-5)

Introduction to technology and digital media production; forms and methods of using various types of technological media, computer networks, and social media; the nature of data for target audiences; information management with information systems; application of information technology and innovation in tourism and service businesses; information technology and communication law; social responsibility in the production and use of digital media; and practice using software packages for work in tourism and service businesses.

BHM3303 Modern Hotel Business Management 3(3-0-6)

The principles and practices of managing modern hotel businesses in a rapidly changing environment, emphasizing strategic planning to enhance operational efficiency and meet evolving market demands. Key topics include human resource management, the integration of digital technologies in operations, customer experience development, and sustainability in the hotel industry. Students learn to analyze industry trends, manage risks, and adapt to change at local and global levels, preparing them for leadership roles in the hospitality sector.

BHM3304 Tourist Behavior and Cross-cultural Communication 3(3-0-6)

The factors influencing tourist behavior, including motivations, attitudes, and travel decision-making processes; psychological and consumer behavior theories in the tourism industry; and the development of cross-cultural communication skills to interact effectively with and serve tourists from diverse cultural backgrounds. Topics include the impact of cultural differences on service delivery, conflict management, and adaptation strategies to enhance tourist experiences.

BHM3305 MICE Sustainable Management 3(3-0-6)

The principles and practices of sustainable management in the MICE (Meetings, Incentives, Conventions, Exhibitions) industry, emphasizing environmental conservation, local economic development, and social responsibility. The course covers planning and managing sustainable MICE activities, including venue selection, resource management, stakeholder engagement, and evaluating sustainability impacts. Students develop strategic thinking and the ability to integrate sustainability concepts into MICE operations in line with international standards and contemporary market demands.

BHM3306 Management of Performing and Recreational Activities 3(3-0-6)

The principles and processes of managing performing and recreational activities in the hospitality industry, covering planning, execution, and evaluation to create valuable experiences that meet the needs of target audiences. Topics include resource management such as personnel, equipment, and budgeting, as well as risk management, atmosphere creation, and the use of technology to enhance activity quality. Students develop skills in managing activities creatively and efficiently to meet diverse market demands.

BHM3307 Bar and Beverage Management and Operation 3(3-0-6)

The principles and practices of managing and operating bars and beverage businesses, including planning and managing beverage menus; sourcing and selecting beverages such as cocktails, wines, and non-alcoholic drinks; and quality and cost control. The course also emphasizes customer service in the bar environment, creating memorable experiences through atmosphere design and excellent service, and skills in risk management, safety, and compliance with relevant laws for efficient and sustainable bar and beverage operations.

BHM3308 Hospitality Etiquette and Personality Development 3(3-0-6)

The principles and practices of appropriate etiquette in the hospitality industry, emphasizing personality development to create positive first impressions and enhance customer experiences. Students learn effective communication in business and multicultural contexts and how to adapt to various service situations. Topics include personal image management, a confident and professional demeanor, and practical exercises to refine etiquette and personality in line with industry standards, preparing students to represent themselves and their organizations with professionalism and poise.

BHM3309 Seminar in Hospitality Industry 3(2-2-5)

Key issues and current trends in the hospitality industry through in-depth analysis of topics such as business management, marketing, human resource management, and relevant technologies. Students present research or case studies, participate in discussions, and exchange ideas with industry experts, with opportunities to build professional networks in the hospitality sector. The course develops analytical thinking, presentation skills, and a comprehensive understanding of the trends shaping the industry's future.

BHM4301 Co-operative Education 6(500 hrs)

Professional training as a temporary employee in a public or private organization for a minimum of 16 weeks; preparing and presenting a report; evaluation by the supervising instructor and the workplace supervisor.

BHM4302 Co-operative Education in Tourism and Hospitality 3(300 hrs)

Professional training as a temporary employee in a public or private organization for a minimum of 16 weeks; preparing and presenting a report; evaluation by the supervising instructor and the workplace supervisor.