

COURSE DETAILS

10103 Life Skills

(6 credits)

Course Learning Outcomes

1. To gain skills in communication, acquiring common knowledge, and using technology in everyday life.
2. To gain skills in thinking, analyzing and problem-solving in various situations.
3. To develop oneself in the areas of morality, ethics and human relations.

Course Description

To gain necessary life skills in society such as a hunger for knowledge, how to gain knowledge and continuously seek further self-development; be able to use technology efficiently; apply reasoning, analytical thinking, problem-solving, and negotiation skills; learn the principles of self-management, emotional control, and stress management; to develop oneself to have morality, ethics, proper human relationships, manners and etiquette.

10111 English for Communication

(6 credits)

Course Learning Outcomes

1. To be able to use English as a means for communication.
2. To study structures, vocabulary and important English idioms.
3. To equip students with skills in listening, speaking, reading and writing in English for accuracy and appropriateness in various situations

Course Description

Structure, vocabulary and English idioms used in listening, speaking, reading and writing English for communication.

10121 Human Civilization

(6 credits)

Course Learning Outcomes

1. To have knowledge on Eastern and Western civilization in terms of politics, economy, and society.
2. To understand human civilization in the past which is fundamental of the current civilization.
3. To realize and appreciate the values of human civilization.

Course Description

Knowledge on Eastern and Western civilization human has created in terms of politics, economy, society, wisdom, arts, as well as science and technology.

10131 Human Society

(6 credits)

Course Learning Outcomes

1. To understand the existence of human community and society.
2. To understand the political, legal, economic and social mechanisms affecting an organization of human society.
3. To promote the responsibility to the society and nation.

Course Description

Basic characteristics of being human; cohesion into communities and societies; human distribution and settlements; the components of society; human behavior in society; political, legal, economic and social mechanisms affecting the organization of human society; social problems and methods to solve them; promotion of a good society.

10141 Science, Technology and Environment for Life**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge about the concepts, rules and development of science and technology, and how they influence of thought and human livelihood.
2. To gain knowledge about the evolution of living things and human beings.
3. To understand the relationship between humans, the environment, and the effects of science and technology on the environment.
4. To gain knowledge of the applications of science, technology, and mathematics in daily life.
5. To enhance scientific thinking and awareness of the need for environmental preservation.

Course Description

Concepts, theories, critical thinking, rules and development of science and technology; natural history concerning human beings; the parts of the human body; humans and the environment; hygiene and nutrition; the application of science, technology, and mathematics in everyday life.

10151 Thai Studies**(6 credits)*****Course Learning Outcomes***

1. To learn about Thailand's history, society, language and culture.
2. To be able to apply the course knowledge to daily life.
3. To understand and take pride in what it means to be Thai.

Course Description

Knowledge about Thai in terms of history, settlement, politics, economy, culture, religion and ritual, language and literature, arts and culture.

10152 Thailand and the World Community**(6 credits)*****Course Learning Outcomes***

1. To be able to gain knowledge on situations, trends and characteristics of economic, social and political relations and changes in the world community which affect Thailand.
2. To gain knowledge on the status of Thailand in the world community.
3. To be able to analyze the problem as a result of globalization in various aspects including political, economical, social and culture and impact on moral and ethic.

Course Description

Status of Thailand in social world; dynamic of social changes which affecting Thailand; problems and causes of problems arising as a result of globalization which cause the awareness, knowledge and understanding of the situation; be able to analyze the cause of problem and the impact of Thai society in various aspect including political, economic, social, moral and ethical.

10164 Social and Culture in the ASEAN Community**(6 credits)*****Course Learning Outcomes***

1. To be able to understand ASEAN background and history.
2. To be able to understand the purpose of the integration of ASEAN member states.
3. To be able to understand social and cultural condition of ASEAN member states.
4. To be able to understand the role and relationship of ASEAN and other nations.

Course Description

ASEAN background and history; the integration of ASEAN member states; social and cultural condition of ASEAN member states; the role and relationship of ASEAN and other nations.

10171 Interaction: Effective Communication in English (6 credits)***Course Learning Outcomes***

1. To practice skills and strategies in the use of English for communication in various situations.
2. To increase knowledge and understanding in the structures, vocabulary, and expressions by learning from the practice of listening, speaking, reading and writing skills which are used in the communication in daily life and at the work places.
3. To acquire knowledge on some problems in communication caused by differences in language and culture.

Course Description

The practice of listening, speaking, reading and writing skills in English for the purpose of communication in social and professional settings, such as greetings, invitations, expressing condolences and congratulating and attending meetings; examination of native modes of expression, and strategies for Thai people to communicate effectively in English.

11301 English for Business (6 credits)***Course Learning Outcomes***

1. To acquire knowledge on the English structure, vocabulary, and expressions in business circles.
2. To be able to use English efficiently for communication in business.

Course Description

English structure, vocabulary and expressions used in business circles for the purpose of increasing effective communication and efficiency.

11302 English for Tourism (6 credits)***Course Learning Outcomes***

1. To acquire knowledge and understanding, be able to use the English structures, vocabulary and expressions used for communicating with foreigners, buying and selling and serving in the tourism industry.
2. To be able to use English for introduction of the geography, history, traditions, art and culture of Thailand to foreigners.

Course Description

English structure, vocabulary and expressions frequently used in everyday communication with foreigners; buying and selling; tourism services; providing information concerning the geography, history, traditions, art and culture of Thailand.

11303 English for Hotel Personnel (6 credits)***Course Learning Outcomes***

1. To acquire knowledge and understanding about the English structures, vocabulary and expressions used in the hotel business.
2. To be able to use English for communicating, increasing efficiency in one's job and developing one's career.

Course Description

English structure, vocabulary and expressions frequently used in the hotel business; specific expressions and vocabulary used in various departments of the hotel; communicative English for the purpose of increasing efficiency and professional development.

30208 Finance Accounting and Managerial Accounting**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge and understanding of accounting and financial report presentation methods.
2. To acquire knowledge and ability to employ accounting information to business management.
3. To be able to employ knowledge from this course as background for other courses.

Course Description

Basic understanding about accountancy; financial report; Recording transaction according to accounting cycle for hospitality business and commerce; tax accounting for businesses.

Concepts of managerial accounting; basic understanding about cost; cost, volume and profit analysis; budgeting; financial statement analysis; using accounting information for decision making; performance evaluation; information system for accounting; internal control.

30209 Business Finance and Business Law**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about asset management and administration.
2. To acquire knowledge about general laws, civil and commercial code and other related laws.

Course Description

Objectives and financial responsibility; financial marketing; financial institutions; risk and reward; current assets and non-current assets management; capital structure; dividend policy; acquisition of capital.

General laws, civil and commercial code, related laws; business organization related laws; intellectual property laws; financial instruments related laws.

30210 Production and Operation Management and Principle of Marketing**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about production and operation management.
2. To acquire knowledge about principle of marketing.

Course Description

Production and operational system; products, productivity and location planning; zone planning; quality management; supply chain management; production forecasting; inventory management; production and operation planning and control; product design; production measurement; working standard; priority rule; safety; project management.

Concepts, duties, roles of marketing; marketing process; marketing organizational structure; marketing environment; marketing management and strategic planning; marketing research; marketing information system; consumer's behavior; business market and buying behavior; market share and target marketing; product related planning and decision making; price related planning and decision making; distribution related planning and decision making; market promotion related planning and decision making; ethics for business administration professions.

30211 Organization and Management and Human Resource Management (6 credits)

Course Learning Outcomes

1. To have knowledge in principle, responsibility and procedure of organization management, in addition, modern organization management.
2. To have knowledge in concept, technique and equipment of modern human resource management.
3. To have knowledge in practical application of organization management principle.

Course Description

Definition, pattern, category, and procedure of structural and chain of command planning; concept and theory of organization; organization management; directing; motivation and leadership; group and organization; modern organization management.

Theory and principle of human resource management; merit system; scope and procedure of human resource management; workforce planning; positioning and salary rate; recruitment and selection; human resource development; welfare and employee relationship; performance evaluation; technique and equipment for modern human resource management.

30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making (6 credits)

Course Learning Outcomes

1. To have knowledge of basic mathematics.
2. To have knowledge of basic statistics.
3. To have knowledge about business statistics and apply in decision making.
4. To have knowledge about quantitative analysis and its application in decision making.

Course Description

Basic Algebra, Numbers, Counting, Sets, Basic Matrix, Equations and equations solving, Introduction to Calculus and implementation, Basic Statistics and data analysis, Random Variables and probability distributions, Probability theory, Estimation, Hypothesis testing and Inferential statistics, Analysis of Variance, Correlation and Regression analysis, Index numbers analysis, Time series analysis, Business Forecasting, Fundamentals of Quantitative Analysis for Business Decision Making, Linear Programming, Transportation model, Assignment model, Inventory model, Queuing model, Markov model, Simulation model, PERT/CPM.

32335 Introduction to Tourism and Tourism Industry (6 credits)

Course Learning Outcomes

1. To acquire knowledge on concepts, components, types and development of tourism, factors impacting upon the tourism industry, and tourism industry's effect on economy, society and environment.
2. To acquire knowledge about tourism planning and development, sustainable tourism management, and tourism related laws.
3. To acquire knowledge about business in tourism industry, organizations and institutions which play important roles in tourism industry, and service psychology in tourism industry.
4. To acquire knowledge about global tourism situation and international tourism standard to develop a deeper understanding of the tourism industry.

Course Description

Concepts, components and relationships between various sectors in the tourism industry; types of tourism; history and development of tourism and hotel; factors impacting upon the tourism industry; tourism industry's effect on economy, society and environment; tourism industry management and promotion; sustainable tourism management; tourism related laws; business in the tourism industry; organizations and institutions which play important roles in the tourism industry; service psychology in the tourism industry with reference to the global tourism situation and international tourism standards.

32336 Sustainable Tourism Resources Management in Thailand**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge on definitions, importance, and types of tourism resources.
2. To acquire knowledge about identity and the value of natural tourist attractions and historical tourist attractions including archeological sites, religious places, Thai art and culture, Thai traditions and Thai festivals.
3. To acquire knowledge about sustainable tourism.
4. To employ knowledge for sustainable tourism management.
5. To be able to apply and utilize knowledge for the tourism industry.

Course Description

Definitions, significance and types of tourism resources; geographical and environmental factors influencing tourism promotion; identity and value of natural tourist attractions; historical tourist attractions including archeological sites, religious places, Thai art and culture, Thai traditions, Thai festivals, and unique local recreation resources; sustainable tourism principles; economical, societal and environmental impact of sustainable tourism; sustainable tourism management and development; the current situation and trends in sustainable tourism management; ecotourism; community-based tourism.

32337 Marketing Management for Tourism and Hotel**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge on concept, general characteristics and market segmentation of tourism and hotel.
2. To acquire knowledge about marketing mixed planning and service business development in the tourism and hotel market.
3. To acquire knowledge about marketing information system, market studies and trend forecasting, and tourism and hotel marketing.
4. To be able to specify marketing strategies and employ marketing principles, tools and techniques for tourism and hotel marketing.

Course Description

Concepts and general characteristics of tourism industry marketing; information systems; marketing research; techniques for forecasting trends in tourism marketing; principles, instruments and techniques for service planning; pricing; distribution; market promotion; communication and sales promotion media in tourism and hotel market; development of service businesses in the tourism industry.

32338 Information Technology for Tourism Industry**(6 credits)*****Course Learning Outcomes***

1. To acquire the concept about information technology for tourism management.
2. To acquire the basic knowledge about computer system, computer network system, and digital media for tourism management.
3. To be able to apply information technology system to the development of data base for tourism management.
4. To be able to apply computer software program, online media, and online social media for tourism management.

Course Description

Concepts of information technology for tourism industry, information system and data base for tourism management, to develop global distribution system in tourism industry, computer software, online media, online social media for tourism management, information technology for innovation for tourism law and ethic for information technology.

32477 Tour Operator and Tour Guide and Travel Agency Management**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about tour operator business and tour operator business management.
2. To acquire knowledge about tourist demand and tourist behaviour, tour operator psychology, and tour guide.
3. To acquire knowledge about security management for tourists and tour business risk management.
4. To acquire knowledge about the principles for tour guide.
5. To acquire knowledge about travel agency businesses and travel agency business management.

Course Description

Concepts about tour operator business; tour operator business management; tourist demand and tourist behavior; tourist service psychology; tour programming and planning; cost and price calculation; negotiation; tour operation; Thailand's arrival and departure customs; security management for tourists; risk management and tourist insurance; ethics for tourism business; concepts about travel agency business; travel agency business management; ticket reservation and sale; product and service retailing; laws related to tour operator and travel agency businesses.

32478 Meeting, Incentive, Convention and Exhibition Management**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about the concepts of meeting, incentive travel, convention and exhibition management.
2. To acquire knowledge about the processes and factors for consideration in meeting and convention business management.
3. To acquire knowledge about exhibition management and exhibition business management.
4. To acquire knowledge about incentive travel management.
5. To acquire knowledge about targeting market specifications, formulation of marketing strategies and the selling of skills for meeting, incentive travel, convention and exhibition.
6. To acquire knowledge about related and supportive agencies, and exhibition and incentive travel organization and related associations.

7. To apply knowledge to practice organizing meeting, incentive travel, convention and exhibition.

Course Description

Definition, significance, characteristics, types and objectives of convention, exhibition and incentive travel organization; histories of convention and exhibition organizations; components of convention organization; relationship between conventions and exhibitions and incentive travel; site selection; costing for convention organization; exhibition management principles and business components; incentive travel process; planning and costing for incentive travel programming; preparation; impression management; target group; formulation of marketing strategies; selling skills; related and supportive agencies of convention organization; exhibition and incentive travel organization and other related associations; problems and solutions for meeting, incentive travel, convention and exhibition businesses.

32479 Hotel Management and Strategies

(6 credits)

Course Learning Outcomes

1. To acquire knowledge about the principles, concepts, and strategies of hotel management, feasibility studies and development planning for investment in hotel business.
2. To acquire knowledge about the operation and strategies in different types of hotels, administrative structure, organizational behavior, roles of the leaders toward change management, service management in departments, the responsibilities of personnel, and relations between departments in hotel.
3. To acquire knowledge about useful principles on finance and assets of hotel management and the coordination with other related businesses.
4. To acquire knowledge about management and strategies for additional service for customer's convenience and quality service.
5. To acquire knowledge about energy and environment management for sustainability in hotel business, engineering management and sanitary systems, including safety and security system.
6. To acquire knowledge about hotel revenue management strategies and service management.

Course Description

Principles, concepts and strategies for hotel management; feasibility study; development planning for investment in hotel businesses; organizing strategies for different types of hotel; administrative structure; efficient service management; roles of leaders toward change management; human resources development including executive and operative levels in divisions; management and strategies of additional service for customer's convenience; systems for finance and asset management; engineering management system, sanitary system and hotel security; energy and environment management for sustainability; coordination with related businesses; hotel revenue management strategies and service management in business units in hotel; revenue generating strategies and service management of front service, food and beverage division, housekeeping division, and additional revenue management strategies; hotel management related laws and legislation.

32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism

(6 credits)

Course Learning Outcomes

1. To acquire knowledge of tourism promotion policy and geography of Thai tourism.
2. To acquire knowledge of Thai history, Thai society, Buddhism, arts and culture, festivals and Thai traditions required for tourist guide.
3. To acquire knowledge of ecology and environment, natural resources conservation for tourism.
4. To acquire knowledge of tourist attractions and tourism management in all ASEAN countries.

Course Description

Thailand tourism and promotion policy; geography of tourism; Thai history; Thai society; Thai culture; Thai architectures; Thai literatures; Thai dancing arts and music; Thai gastronomy; Thai festivals and traditions; Thai heritage and wisdom; ecology and environment; natural resources conservation; tourist attractions and tourism management in all ASEAN countries.

32485 Professional Knowledge for Tourist Guide and Services in Tourism Industry (6 credits)

Course Learning Outcomes

1. To acquire knowledge about the roles, responsibilities, manners, and ethics as well as the operational procedures of tourist guide and tour leader.
2. To acquire knowledge about public speaking, an understanding of service psychology and tourist behavior.
3. To acquire knowledge of tourist destinations and tourism resources including principles and management of sustainable tourism.
4. To acquire fundamental knowledge of spa, service in hotel business and accommodation, and service in airline business.
5. To acquire about the laws relating to tour operator, tourist guide and tour lead, knowledge of the entry and exit regulations for tourists including customs rules and regulations including knowledge tourist safety and first aid.
6. To acquire knowledge for arranging the travel routes for domestic and neighboring countries.

Course Description

Roles, responsibilities, ethics, manners as well as law concerning the operational procedures of tourist guides and tour leaders; service psychology, public speaking and cross-cultural communication for tourist guides; knowledge on important tourist attractions and arrangement of tourist routes; knowledge on service business in tourism industry; safety and crisis affecting tourism.

32486 International Hotel Business and Restaurant Management (6 credits)

Course Learning Outcomes

1. To acquire knowledge about concept of international business management.
2. To acquire knowledge about operational system of hotel and restaurant in various regions of the world.
3. To acquire knowledge about history and development of international hotel and restaurants.
4. To acquire knowledge about types and management contracts of international hotel and restaurant.
5. To acquire knowledge about human resources management for international hotel and restaurant.
6. To acquire knowledge about marketing management for international hotel and restaurant.
7. To acquire knowledge about communication and services for international hotel and restaurant.

Course Description

Concept of international business operation, international hotel and restaurant operation in various regions of the world; development of international hotels and restaurants operation; types and management contract of international hotel and restaurant, management of human resources; marketing communication and services for international hotel and restaurant.

32487 Entrepreneurship in Small Hotel Business and Alternative**(6 credits)****Accommodation Management*****Course Learning Outcomes***

1. To acquire knowledge about concept of entrepreneurship and business management in alternative accommodation.
2. To acquire knowledge about features of small hotel business and alternative accommodation.
3. To acquire knowledge about small hotel business expansion and background of alternative accommodation.
4. To acquire knowledge about family business for small hotel and alternative accommodation business.
5. To acquire knowledge about investment feasibility study for small hotel and alternative accommodation business.
6. To acquire knowledge about business planning and development for small hotel and alternative accommodation business.
7. To acquire knowledge about innovation for amenity development and customer service in small hotel and alternative accommodation business.
8. To acquire knowledge about human resources management system development, marketing, accounting, finance and information in small hotel and alternative accommodation business.

Course Description

Concept of entrepreneurship and business management in alternative accommodation, features of small hotel business and alternative accommodation, small hotel business expansion and background of alternative accommodation, family business for small hotel and alternative accommodation business, investment feasibility study for small hotel and alternative accommodation business, innovation for amenity development and customer service in small hotel and alternative accommodation business, human resources management system development, marketing, accounting, finance and information in small hotel and alternative accommodation business.

32488 Service Innovation in Hotel and Restaurant Business**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about concept and theory of innovation.
2. To acquire knowledge about principle and strategy of service innovation.
3. To acquire knowledge about service innovation for hotel and restaurant operation.
4. To acquire knowledge about linkage between service innovation and competitiveness.
5. To acquire knowledge about success factors in creating service innovation.
6. To acquire knowledge about direction of creating service innovation and adaptation of hotel and restaurant business.

Course Description

Concept and theory of service innovation, principle and strategy of service innovation, service innovation for hotel and restaurant in operational process, product and organization management, linkage between service innovation and competitiveness, success factors in creating service innovation, direction of creating service innovation and adaptation of hotel and restaurant business.

32495 Professional Experience in Tourism Management**(6 credits)*****Course Learning Outcomes***

1. To apply the principles and concepts of tourism an hotel management to practice.
2. To be able to analyze and make decisions for tourism an hotel management problem.
3. To encourage professional ethics in tourism an hotel management.

Course Description

To develop the ability to apply the principles and concepts of tourism management in practice through seminars, case studies and simulations for analysis and decision-making to problems concerned with tourism conditions and management; the development of personality and creative thinking, human relations and professional ethics; group dynamic activities to nurture ethics, moral and leadership in students.

60120 Principles of Economics**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge concerning factors and basic of Economics problems.
2. To understand the roles and functions of various sectors in society, working mechanism and economic systems.
3. To comprehend concepts and theories of Microeconomics and Macroeconomics related to consumption, production, saving, investment and market equilibrium.
4. To be able to analyze basic economic problems and solution guidelines.

Course Description

Basic economic problems leading to labor divisions in society and economic systems; mechanisms, concepts and theories of micro and macroeconomics in consumption, production, savings and investment of government and private sectors; analysis of the relationships and equilibrium of various markets of both closed and open economies; general guidelines for dealing with basic economic problems.

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