

Bachelor of Business Administration Program

Major in Travel

- 1. For those who have completed upper secondary school or its equivalent or possess a vocational certificate or its equivalent.**

(1) Program Structure

The program requires at least 24 courses or 144 credits comprising the following:

A. General Education Courses	5	courses	(30 credits)
B. Area-specific Courses	18	courses	(108 credits)
C. Open Elective Courses	1	course	(6 credits)

(2) Program Details

A. General Education Courses 5 courses (30 credits)

Required 3 courses

- 10111 English for Communication
- 10141 Science, Technology and Environment for Life
- 10151 Thai Studies

And elective courses choose the following:

Social Group

- 10131 Human Society
- 10152 Thailand and the World Community

And elective courses choose the following:

Human Group

- 10103 Life Skills
- 10121 Human Civilization
- 10164 Society and Culture in the ASEAN Community

B. Area-specific Courses 18 courses (108 credits)

Core Courses 6 courses

- 30208 Financial Accounting and Managerial Accounting
- 30209 Business Finance and Business Law
- 30210 Production and Operation Management and Principle of Marketing
- 30211 Organization and Management and Human Resource Management
- 30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making
- 60120 Principles of Economics

Area-specific Courses 12 courses

Required 6 courses

- 32335 Introduction to Tourism and Tourism Industry
- 32336 Sustainable Tourism Resources Management in Thailand
- 32337 Marketing Management for Tourism and Hotel
- 32338 Information Technology for Tourism and Hotel

32477 Tour Operator and Tour Guide and Travel Agency Management*

32495 Professional Experience in Tourism Management**

And elective courses choose 6 from the following:

Specific Interests Group - choose 3 courses from the following:

32478 Meeting, Incentive, Convention and Exhibition Management

32479 Hotel Management and Strategies

32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism

32485 Professional Knowledge for Tourist Guide and services in Tourism Industry***

32486 International Hotel Business and Restaurant Management

32487 Entrepreneurship in Small Hotel Business and Alternative
Accommodation Management

32488 Service Innovation in Hotel and Restaurant Business Industry

Careers Abroad Group - choose 3 courses from the following:

10171 Interaction: Effective Communication in English

11301 English for Business

11302 English for Tourism

11303 English for Hotel Personnel

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

2. For those who have completed a Higher Technical Vocational Certificate or its equivalent in the field of Commerce/Business Administration or Tourism Industry in Tourism Management, Hospitality and Services, a Diploma or its equivalent in Business Administration Majoring in Service Business, Business Computer, or Economics major in Business Economics, Finance and Banking, or Tourism and Hospitality Program.

(1) Program Structure

The program requires at least 16 courses or 96 credits comprising the following:

A. General Education Courses	3	courses	(18 credits)
B. Area-specific Courses	12	courses	(72 credits)
C. Open Elective Courses	1	course	(6 credits)

Note: * Course with Skill Practice students are required to undergo practical skills training through the distance education system for students to be able to learn and apply academic, Creative thinking, Planning, Analysis, Decision and related management in the tourism industry.

** Students must register when no more than the last 3 courses remain.

*** Course with Skill Practice and excursions according to the route specified by the university for students who would like to have a Tour Guide Certificate the university would suggest to enroll this course 32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism.

(2) Program Details

A. General Education Courses 3 course (18 credits)

- 10121 Human Civilization
- 10141 Science, Technology and Environment for Life
- 10151 Thai Studies

B. Area-specific Courses 12 courses (72 credits)

Required 6 courses

- 32335 Introduction to Tourism and Tourism Industry
- 32336 Sustainable Tourism Resources Management in Thailand
- 32337 Marketing Management for Tourism and Hotel
- 32338 Information Technology for Tourism and Hotel
- 32477 Tour Operator and Tour Guide and Travel Agency Management*
- 32495 Professional Experience in Tourism Management**

And elective courses choose 6 from the following:

Specific Interests Group - choose 3 courses from the following:

- 32478 Meeting, Incentive, Convention and Exhibition Management
- 32479 Hotel Management and Strategies
- 32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism
- 32485 Professional Knowledge for Tourist Guide and services in Tourism Industry***
- 32486 International Hotel Business and Restaurant Management
- 32487 Entrepreneurship in Small Hotel Business and Alternative Accommodation Management
- 32488 Service Innovation in Hotel and Restaurant Business Industry

Careers Abroad Group - choose 3 courses from the following:

- 10171 Interaction: Effective Communication in English
- 11301 English for Business
- 11302 English for Tourism
- 11303 English for Hotel Personnel

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

Note: * Course with Skill Practice students are required to undergo practical skills training through the distance education system for students to be able to learn and apply academic, Creative thinking, Planning, Analysis, Decision and related management in the tourism industry.

** Students must register when no more than the last 3 courses remain.

*** Course with Skill Practice and excursions according to the route specified by the university for students who would like to have a Tour Guide Certificate the university would suggest to enroll this course 32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism.

- 3. For those who have completed a Higher Technical Vocational Certificate or its equivalent in any the field than Commerce/ Business Administration or Tourism Industry in Tourism Management, Hospitality and Services, a Diploma or its equivalent in any the field than Business Administration, Service Business, Business Computer, or Economics major in Business Economics, Finance and Banking, or Tourism and Hospitality Program.**

(1) Program Structure

The program requires at least 22 courses or 132 credits comprising the following:

A. General Education Courses	3	courses	(18 credits)
B. Area-specific Courses	18	courses	(108 credits)
C. Open Elective Courses	1	course	(6 credits)

(2) Program Details

A. General Education Courses 3 courses (18 credits)

- 10121 Human Civilization
- 10131 Human Society
- 10151 Thai Studies

B. Area-specific Courses 18 courses (108 credits)

Core Courses 6 courses

- 30208 Financial Accounting and Managerial Accounting
- 30209 Business Finance and Business Law
- 30210 Production and Operation Management and Principle of Marketing
- 30211 Organization and Management and Human Resource Management
- 30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making
- 60120 Principles of Economics

Area-specific Courses 12 courses

Required 6 courses

- 32335 Introduction to Tourism and Tourism Industry
- 32336 Sustainable Tourism Resources Management in Thailand
- 32337 Marketing Management for Tourism and Hotel
- 32338 Information Technology for Tourism and Hotel
- 32477 Tour Operator and Tour Guide and Travel Agency Management*
- 32495 Professional Experience in Tourism Management**

Note: * Course with Skill Practice students are required to undergo practical skills training through the distance education system for students to be able to learn and apply academic, Creative thinking, Planning, Analysis, Decision and related management in the tourism industry.

** Students must register when no more than the last 3 courses remain.

And elective courses choose 6 from the following:

Specific Interests Group - choose 3 courses from the following:

- 32478 Meeting, Incentive, Convention and Exhibition Management
- 32479 Hotel Management and Strategies
- 32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism
- 32485 Professional Knowledge for Tourist Guide and services in Tourism Industry*
- 32486 International Hotel Business and Restaurant Management
- 32487 Entrepreneurship in Small Hotel Business and Alternative Accommodation Management
- 32488 Service Innovation in Hotel and Restaurant Business Industry

Careers Abroad Group - choose 3 courses from the following:

- 10171 Interaction: Effective Communication in English
- 11301 English for Business
- 11302 English for Tourism
- 11303 English for Hotel Personnel

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

4. For those who have completed a two-year Certificate from International Hotel and Tourism Industry Management School (I-TIM).

(1) Program Structure

The program requires at least 20 courses or 120 credits comprising the following:

- | | | | |
|------------------------------|----|---------|--------------|
| A. General Education Courses | 3 | courses | (18 credits) |
| B. Area-specific Courses | 16 | courses | (96 credits) |
| C. Open Elective Courses | 1 | course | (6 credits) |

(2) Program Details

A. General Education Courses 3 courses (18 credits)

- 10121 Human Civilization
- 10141 Science, Technology and Environment for Life
- 10151 Thai Studies

Note: * Course with Skill Practice and excursions according to the route specified by the university for students who would like to have a Tour Guide Certificate the university would suggest to enroll this course 32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism.

B. Area-specific Courses 16 courses (96 credits)

Core Courses 4 courses

- 30209 Business Finance and Business Law
- 30211 Organization and Management and Human Resource Management
- 30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making
- 60120 Principles of Economics

Area-specific Courses 12 courses

Required 6 courses

- 32335 Introduction to Tourism and Tourism Industry
- 32336 Sustainable Tourism Resources Management in Thailand
- 32337 Marketing Management for Tourism and Hotel
- 32338 Information Technology for Tourism and Hotel
- 32477 Tour Operator and Tour Guide and Travel Agency Management*
- 32495 Professional Experience in Tourism Management**

And elective courses choose 6 from the following:

Specific Interests Group - choose 3 courses from the following:

- 32478 Meeting, Incentive, Convention and Exhibition Management
- 32479 Hotel Management and Strategies
- 32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism
- 32485 Professional Knowledge for Tourist Guide and services in Tourism Industry***
- 32486 International Hotel Business and Restaurant Management
- 32487 Entrepreneurship in Small Hotel Business and Alternative Accommodation Management
- 32488 Service Innovation in Hotel and Restaurant Business Industry

Careers Abroad Group - choose 3 courses from the following:

- 10171 Interaction: Effective Communication in English
- 11301 English for Business
- 11302 English for Tourism
- 11303 English for Hotel Personnel

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

Note: * Course with Skill Practice students are required to undergo practical skills training through the distance education system for students to be able to learn and apply academic, Creative thinking, Planning, Analysis, Decision and related management in the tourism industry.

** Students must register when no more than the last 3 courses remain.

*** Course with Skill Practice and excursions according to the route specified by the university for students who would like to have a Tour Guide Certificate the university would suggest to enroll this course 32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism.

5. For those who have completed a Bachelor's Degree or its equivalent in the field Business Administration, Service Business, Business Computer, or Economics major in Business Economics, Finance and Banking, or Tourism and Hospitality Program.

(1) Program Structure

The program requires at least 14 courses or 84 credits comprising the following:

A. General Education Courses	1	course	(6 credits)
B. Area-specific Courses	12	courses	(72 credits)
C. Open Elective Courses	1	course	(6 credits)

(2) Program Details

A. General Education Courses 1 course (6 credits)

10151 Thai Studies

B. Area-specific Courses 12 courses (72 credits)

Required 6 courses

32335 Introduction to Tourism and Tourism Industry

32336 Sustainable Tourism Resources Management in Thailand

32337 Marketing Management for Tourism and Hotel

32338 Information Technology for Tourism and Hotel

32477 Tour Operator and Tour Guide and Travel Agency Management*

32495 Professional Experience in Tourism Management**

And elective courses choose 6 from the following:

Specific Interests Group - choose 3 courses from the following:

32478 Meeting, Incentive, Convention and Exhibition Management

32479 Hotel Management and Strategies

32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism

32485 Professional Knowledge for Tourist Guide and services in Tourism Industry***

32486 International Hotel Business and Restaurant Management

32487 Entrepreneurship in Small Hotel Business and Alternative
Accommodation Management

32488 Service Innovation in Hotel and Restaurant Business Industry

Note: * Course with Skill Practice students are required to undergo practical skills training through the distance education system for students to be able to learn and apply academic, Creative thinking, Planning, Analysis, Decision and related management in the tourism industry.

** Students must register when no more than the last 3 courses remain.

*** Course with Skill Practice and excursions according to the route specified by the university for students who would like to have a Tour Guide Certificate the university would suggest to enroll this course 32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism.

Careers Abroad Group - choose 3 courses from the following:

- 10171 Interaction: Effective Communication in English
- 11301 English for Business
- 11302 English for Tourism
- 11303 English for Hotel Personnel

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

6. For those who have completed a Bachelor's Degree or its equivalent in the field other than Business Administration, Service Business, Business Computer, or Economics major in Business Economics, Finance and Banking, or Tourism and Hospitality Program.

(1) Program Structure

The program requires at least 20 courses or 120 credits comprising the following:

- | | | | |
|------------------------------|----|---------|---------------|
| A. General Education Courses | 1 | course | (6 credits) |
| B. Area-specific Courses | 18 | courses | (108 credits) |
| C. Open Elective Courses | 1 | course | (6 credits) |

(2) Program Details

A. General Education Courses 1 course (6 credits)

- 10151 Thai Studies

B. Area-specific Courses 18 courses (108 credits)

Core Courses 6 courses

- 30208 Financial Accounting and Managerial Accounting
- 30209 Business Finance and Business Law
- 30210 Production and Operation Management and Principle of Marketing
- 30211 Organization and Management and Human Resource Management
- 30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making
- 60120 Principles of Economics

Area-specific Courses 12 courses

Required 6 courses

- 32335 Introduction to Tourism and Tourism Industry
- 32336 Sustainable Tourism Resources Management in Thailand
- 32337 Marketing Management for Tourism and Hotel
- 32338 Information Technology for Tourism and Hotel
- 32477 Tour Operator and Tour Guide and Travel Agency Management*
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Note: * Course with Skill Practice students are required to undergo practical skills training through the distance education system for students to be able to learn and apply academic, Creative thinking, Planning, Analysis, Decision and related management in the tourism industry.

** Students must register when no more than the last 3 courses remain.

And elective courses choose 6 from the following:

Specific Interests Group - choose 3 courses from the following:

- 32478 Meeting, Incentive, Convention and Exhibition Management
- 32479 Hotel Management and Strategies
- 32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism
- 32485 Professional Knowledge for Tourist Guide and services in Tourism Industry*
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Careers Abroad Group - choose 3 courses from the following:

- 10171 Interaction: Effective Communication in English
- 11301 English for Business
- 11302 English for Tourism
- 11303 English for Hotel Personnel

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

Note: * Course with Skill Practice and excursions according to the route specified by the university for students who would like to have a Tour Guide Certificate the university would suggest to enroll this course 32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism.

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