



Mahidol University  
International College

# TRAVEL AND SERVICE BUSINESS ENTREPRENEURSHIP

[www.muic.mahidol.ac.th](http://www.muic.mahidol.ac.th)

BM-TSB



# BM - TSB

## THE BACHELOR OF MANAGEMENT IN TRAVEL AND SERVICE BUSINESS ENTREPRENEURSHIP

Since 1986, MUIC has been offering an international program in Tourism and Hospitality Management (THM), the first higher education institution in Thailand to do so. The program is designed for producing future leaders in the tourism and hospitality industry. Our goal is to adequately equip students with analytical skills based on a problem-based learning approach so that they can develop a more focused appreciation of specific issues related to case studies and come up with constructive solutions. The THM Division has a strong reputation for producing graduates who become leaders in their chosen profession. Many of our alumni have achieved excellence in their chosen field.

We have excellent networks with our alumni and the tourism and hospitality industry and have a growing international reputation for quality education. We are the first undergraduate program in Thailand to receive double awards for quality assurance in education, namely, the ASEAN University Network - Quality Assurance (AUN-QA), and UNWTO. TedQual by the United Nations World Tourism Organization (UNWTO).





## **WHY STUDY WITH THM?**

The program provides students with practical and managerial knowledge as well as other skills that are valued in travel and service business. We focus on hotels, restaurants, tourism businesses and events, those are key areas in Thailand's tourism and hospitality sector. We provide students options in our elective courses in the business areas they are interested in. We have altogether five modules namely: Hotel, Restaurant, Tourism, Event and Health&Wellness.

We also offer flexibility to students and they can design their own competencies for their future career by allowing students to enrol more elective courses in any other majors/disciplines they are interested in.

We designed for students have hand-on experiences, preparing them be ready for the real situation. Students are required to undertake 3-month internship both domestic and international internship in tourism, hospitality, services such as hotels, airlines, travel agencies, tour operators, F&B firms, event organizers, tourism-related organisations and others.

In addition to MUIC study abroad program, our students can enjoy our special THM study abroad program with prestige partner universities, such as University of Queensland (Australia), Chinese University of Hong Kong (Hong Kong).

## **CAREER OPPORTUNITIES**

A large number of THM students (approximately 85% of THM graduates) are hired before their graduation. Many of them get a job offer during the internship period.

## **CAREER OPPORTUNITIES AFTER GRADUATION**

- Graduates will be able to start and operate their own small and medium businesses in the travel and service industry with focuses on hotel, accommodation, restaurant, tourism, event, and health and wellness. They will contribute as potential job hirers in Thailand's job market;
- Graduates will be able to work in the private sector, specifically the international travel and related service businesses with focuses on hotel, accommodation, restaurant, tourism, event, and health & wellness. They will contribute as highly potential human capitals in the job market;
- Set skills and knowledge gained from the BM-TSB curriculum also allow students to have opportunities to work in other service-related business areas including airline, cruise, spa and hospital;
- Set of skills and knowledge gained from some fundamental courses and elective courses in the curriculum allow students to work with the public sector such as Tourism Authority of Thailand (TAT) or Thailand Convention and Exhibition Bureau (TCEB);
- Since students are trained for a basic research method course, both on qualitative and quantitative approaches, they can work in the research field or in market research companies in relation to areas of hospitality and tourism industry.

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