

Example of Study Plan  
 Bachelor of Management in Travel and Service Business Entrepreneurship  
 BM-TSB (168 Credits)

Year I

*First trimester*

Subject code	Subject name	Credit
ICGC 101	Academic Writing and Research I	4
ICGx xxx	GE- Life Appreciation	4
ICGx xxx	GE-Global Citizenship	4
ICGx xxx	GE-Elective	2
ICxx xxx	Free Elective – 1	4
Total credits / Accumulated total credits		<b>18/18</b>

*Second trimester*

Subject code	Subject name	Credit
ICGC 102	Academic Writing and Research II	4
ICGx xxx	GE-Critical Thinking	4
ICGx xxx	GE-Leadership	4
ICGx xxx	GE-Digital Literacy	4
ICxx xxx	Free Elective – 2	4
Total credits / Accumulated total credits		<b>20/38</b>

*Third trimester*

Subject code	Subject name	Credit
ICGC 103	Public Speaking	4
ICTB 201	Introduction to Travel and Service Businesses	4

ICxx xxx	I-Design Electives – 1	4
ICxx xxx	I-Design Electives – 2	4
ICxx xxx	I-Design Electives – 3	4
	Total credits / Accumulated total credits	<b>20/58</b>

## Year II

### First trimester

Subject code	Subject name	Credit
ICGC 2xx	EC IV level subject ( <i>Complete EC GE</i> )	4
ICTB 202	Principles of Management	4
ICTB 211	Business Statistics and Data Management	2
ICTB 203	Consumer Behavior for Travel and Service Businesses	4
ICTB 212	Marketing for Travel and Service Businesses	4
	Total credits / Accumulated total credits	<b>18/76</b>

### Second trimester

Subject code	Subject name	Credit
ICTB 204	Business Communication	4
ICTB 213	Economics for Travel and Service Businesses	4
ICTB 214	Accounting for Travel and Service Businesses	4
ICTB 215	Branding Strategy and Marketing Communication Channels	4
ICTB 216	Sustainable Development in Travel and Service Businesses	4
	Total credits / Accumulated total credits	<b>20/96</b>

### Third trimester

Subject code	Subject name	Credit
ICTB 291	Internship I	8

Total credits / Accumulated total credits

8/104

**Year III**

**First trimester**

<b>Subject code</b>	<b>Subject name</b>	<b>Credit</b>
ICTB 301	People and Talent Management	4
ICTB 302	Business Laws for Travel and Service Businesses	4
ICTB 303	Digital Transformation for Travel and Service Businesses	4
ICTB 311	Finance for Travel and Service Businesses	4
ICTB xxx	Major Elective - 1	4
	Total credits / Accumulated total credits	<b>20/124</b>

**Second trimester**

<b>Subject code</b>	<b>Subject name</b>	<b>Credit</b>
ICTB 304	Service Management and Experience Design	4
ICTB 312	Strategic Management for Travel and Service Businesses	4
ICTB 313	Business Research and Data Analysis for Travel and Service Businesses	4
ICTB xxx	Major Elective - 2	4
ICTB xxx	Major Elective - 3	4
	Total credits / Accumulated total credits	<b>20/144</b>

**Third trimester**

<b>Subject code</b>	<b>Subject name</b>	<b>Credit</b>
ICTB 314	Revenue Management in Travel and Service Businesses	4
ICTB 315	Entrepreneurship and Business Plan Development	4

IC xx xxx	I-Design Electives – 4	4
IC xx xxx	I-Design Electives – 5	4
	Total credits / Accumulated total credits	16/160

**Year IV**

**First trimester**

Subject code	Subject name	Credit
ICTB 491	Internship II	8
	Total credits / Accumulated total credits	8/168

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- According to the student handbook, the minimum course load for full-time students is 12 credit hours, including non-credit class hours. The standard course load per trimester is 16 credit hours. However, students can take upto maximum 22 credit hours per trimester, subjected to advisor’s judgment. The maximum course load during summer is 8 credit hours.
  - The study plan is designed without including the summer term.
  - Extra times/trimester might be required for students who
    - Have to take the non-credit subjects in the first year;
    - Have to repeat the subject;
    - Change the major to THM division in the late years.