Bachelor of Management
Travel and Service Business Entrepreneurship (TSB) Major
Course Record – Revised September 2023

Tourism and Hospitality Management (THM) Division

Name _____ ID _____

1. THM Students should keep this form updated and have it with them when consulting with their advisor.
2. In order to graduate, students need to earn a minimum of 168 credits and 2.0 GPA.
3. Before graduating, students must submit the complete form to the registrar.

1. GENERAL EDUCATION (GE) COURSES (38 Credits)

1.1 English Communications (12-16 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGC	101	Academic Writing and Research I	4	4	0	8	Placement Writing Test	
ICGC	102	Academic Writing and Research II	4	4	0	8	ICGC 101	
ICGC	103	Public Speaking	4	4	0	8	ICGC 102	
ICGC	111	Academic Writing and Research I (Advanced)	4	4	0	8	Placement Writing Test	
ICGC	112	Academic Writing and Research II (Advanced)	4	4	0	8	ICGC 111	
ICGC	201	Global Realities	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	202	Literary Analysis	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	203	Creative Writing	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	204	Advanced Oral Communication	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	206	Literature Into Film	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	208	Language and Culture	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	210	First and Second Language Acquisition	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	211	Topics in Comparative Literature A: Poetry	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	212	Topics in Comparative Literature B: The Short Story and the Novel	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	213	Topics in Comparative Literature C: Drama	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	214	Literary Non-fiction	4	4	0	8	ICGC 103 or ICGC 112	
ICGC	215	Writing for Research	4	4	0	8	ICGC 103 or ICGC 112	

Note I: Based on their achievement on the essay portion of the MUIC entrance exam, students will be placed into 3 following tracks: 'ERS Track', 'GC Track' and 'Advanced GC Track'.
- ERS Track' – Students who are placed into 'ERS Track' will be required to take ICME 100 (a non-credit course) and complete 16 credits in English Communication: ICGC 101, ICGC 102, ICGC 103 in order, and finally, any 200+ level English courses.
- GC Track' – Students who are placed into 'GC Track' will be required to complete 16 credits in English Communication: ICGC 101, ICGC 102, ICGC 103 in order, and finally, any 200+ level English courses.
- Advanced GC Track' – Students who are placed into 'Advanced GC Track' will be required to complete 12 credits in English Communication: ICGC 111, ICGC 112 in order, and finally, any 200+ level English courses.

Note II: Students in 'ERS Track' and 'GC Track' must take ICGC 101, ICGC 102 and ICGC 103 without interruption beginning in their first trimester of enrollment.

1.2 Life Appreciation (4 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGH	113	Moving Pictures: A History of Film	4	4	0	8		
ICGH	117	Drawing as Creative Expression	4	2	4	6		
ICGH	118	Photography Visualizing in the Digital Age	4	2	4	6		
ICGH	119	Listen! Soundscapes, Well-Being and Musical Soul Searching	4	4	0	8		
ICGN	105	Ecology, Ecosystems and Socio-Economics in Southeast Asia	4	3	2	7		
ICGN	108	Essentials of Culinary Science for Food Business	4	3	2	7		
ICGN	109	Food for Health	4	4	0	8		
ICGN	110	Maker Workshop	4	3	2	7		
ICGN	112	Stargazer	4	3	2	7		
ICGN	113	Plants, People and Poisons	4	4	0	8		
ICGN	115	Human Evolution, Diversity and Health	4	4	0	8		
ICGN	120	Chemistry of Cosmetics and Dietary Supplements	4	4	0	8		
ICGN	124	Climate Change and Human Society	4	3	2	7		
ICGN	125	Games and Learning	2	2	0	4		
ICGP	101	American Flag Football	1	0	2	1		
ICGP	102	Badminton	1	0	2	1		
ICGP	103	Basketball	1	0	2	1		
ICGP	104	Body Fitness	1	0	2	1		
ICGP	105	Cycling	1	0	2	1		
ICGP	106	Discover Dance	1	0	2	1		
ICGP	107	Golf	1	0	2	1		
ICGP	108	Mind and Body	1	0	2	1		
ICGP	109	Selected Topics in Sports	1	0	2	1		
ICGP	110	Self Defense (Striking)	1	0	2	1		
ICGP	111	Self Defense (Grappling)	1	0	2	1		
ICGP	112	Soccer	1	0	2	1		
ICGP	113	Social Dance	1	0	2	1		
ICGP	114	Swimming	1	0	2	1		
ICGP	115	Tennis	1	0	2	1		
ICGP	116	Volleyball	1	0	2	1		
ICGS	102	Business Sustainability and the Global Climate Change	4	4	0	8		
ICGS	115	Sociology in the Modern World	4	4	0	8		
ICGS	125	American History, Popular Media and Modern Life	4	4	0	8		
ICGS	126	Introduction to Psychology	4	4	0	8		
ICGS	127	Positive Psychology	4	4	0	8		
ICGS	128	Global Gastronomy and Cuisines	4	4	0	8		
ICGS	129	Tea Studies	2	2	0	4		
ICLL	100	Self Development	2	2	0	4		

1.3 Global Citizenship (4 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGH	116	World Cinemas	4	4	0	8		
ICGH	120	Thai and ASEAN Cinema	4	4	0	8		
ICGH	121	The End of the World? Development and Environment	4	4	0	8		
ICGH	122	Introduction to Asian Philosophy	4	4	0	8		
ICGH	123	Faiths, Ecological Justice, and the Tropical Rainforests	2	2	0	4		
ICGL	101	Elementary German I	4	4	0	8	Placement Test	
ICGL	102	Elementary German II	4	4	0	8	Placement Test or ICGL 101	
ICGL	103	Elementary German III	4	4	0	8	Placement Test or ICGL 102	
ICGL	111	Elementary Japanese I	4	4	0	8	Placement Test	
ICGL	112	Elementary Japanese II	4	4	0	8	Placement Test or ICGL 111	
ICGL	113	Elementary Japanese III	4	4	0	8	Placement Test or ICGL 112	
ICGL	121	Elementary French I	4	4	0	8	Placement Test	
ICGL	122	Elementary French II	4	4	0	8	Placement Test or ICGL 121	
ICGL	123	Elementary French III	4	4	0	8	Placement Test or ICGL 122	
ICGL	131	Elementary Chinese I	4	4	0	8	Placement Test	

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGL	132	Elementary Chinese II	4	4	0	8	Placement Test or ICGL 131	
ICGL	133	Elementary Chinese III	4	4	0	8	Placement Test or ICGL 132	
ICGL	141	Elementary Spanish I	4	4	0	8	Placement Test	
ICGL	142	Elementary Spanish II	4	4	0	8	Placement Test or ICGL 141	
ICGL	143	Elementary Spanish III	4	4	0	8	Placement Test or ICGL 142	
ICGL	160	Introduction to Thai Language and Culture	4	4	0	8		
ICGL	161	Elementary Thai I	4	4	0	8	Placement Test	
ICGL	162	Elementary Thai II	4	4	0	8	Placement Test or ICGL 161	
ICGL	163	Elementary Thai III	4	4	0	8	Placement Test or ICGL 162	
ICGL	170	Diversities in Multilingual Societies	2	2	0	4		
ICGL	201	Pre-intermediate German I	4	4	0	8	ICGL 103 or Placement Test	
ICGL	202	Pre-intermediate German II	4	4	0	8	ICGL 201 or Placement Test	
ICGL	203	Pre-intermediate German III	4	4	0	8	ICGL 202 or Placement Test	
ICGL	211	Pre-intermediate Japanese I	4	4	0	8	ICGL 113 or Placement Test	
ICGL	212	Pre-intermediate Japanese II	4	4	0	8	ICGL 211 or Placement Test	
ICGL	213	Pre-intermediate Japanese III	4	4	0	8	ICGL 212 or Placement Test	
ICGL	221	Pre-intermediate French I	4	4	0	8	ICGL 123 or Placement Test	
ICGL	222	Pre-intermediate French II	4	4	0	8	ICGL 221 or Placement Test	
ICGL	223	Pre-intermediate French III	4	4	0	8	ICGL 222 or Placement Test	
ICGL	231	Pre-intermediate Chinese I	4	4	0	8	ICGL 133 or Placement Test	
ICGL	232	Pre-intermediate Chinese II	4	4	0	8	ICGL 231 or Placement Test	
ICGL	233	Pre-intermediate Chinese III	4	4	0	8	ICGL 233 or Placement Test	
ICGL	241	Pre-intermediate Spanish I	4	4	0	8	ICGL 143 or Placement Test	
ICGL	242	Pre-intermediate Spanish II	4	4	0	8	ICGL 241 or Placement Test	
ICGL	243	Pre-intermediate Spanish III	4	4	0	8	ICGL 242 or Placement Test	
ICGN	126	Plant Society	2	2	0	4		
ICGS	106	Fashion and Society	4	4	0	8		
ICGS	111	Exploring Religions	4	4	0	8		
ICGS	112	Geography of Human Activities	4	4	0	8		
ICGS	123	Tourism Concepts and Practices	4	4	0	8		
ICGS	130	Political Science	4	4	0	8		
ICGS	131	Introduction to International Studies	4	4	0	8		
ICGS	132	Career Preparation in a Globalized World	4	4	0	8		
ICGS	133	Foundation of Mediterranean Cultures	4	4	0	8		

1.4 Critical Thinking (4 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGH	101	Biotechnology: from Science to Business	4	4	0	8		
ICGH	102	Famous Arguments and Thought Experiments in Philosophy	4	4	0	8		
ICGH	103	Logic, Analysis and Critical Thinking: Good and Bad Arguments	4	4	0	8		
ICGH	105	Technology, Philosophy and Human Kind: Where Are We Now?!	4	4	0	8		
ICGH	106	The Greeks: Crucible of Civilization	4	4	0	8		
ICGH	107	Contemporary Art and Visual Culture	4	4	0	8		
ICGH	109	Creative Thinking Through Art and Design	4	2	4	6		
ICGH	110	Drawing as Visual Analysis	4	2	4	6		
ICGH	115	Cinematic Languages and Its Application	4	4	0	8		
ICGH	124	Life Drawing and Anatomy	4	2	4	6		
ICGH	125	How Can We Know What Is Good? Moral Reasoning and Behavior	4	4	0	8		
ICGH	126	Behavioral Ethics: Why Good People Do Bad Things	2	2	0	4		
ICGN	107	The Chemistry of Everyday Life	4	4	0	8		
ICGN	111	Physics for CEO	4	4	0	8		
ICGN	123	The Earth's Dynamic Structure	4	3	2	7		
ICGN	127	Practical Mathematics	2	2	0	4		
ICGS	103	Economics in Modern Business	4	4	0	8		

ICGS	113	Perspectives on the Thai Past	4	4	0	8		
ICGS	134	Is Democracy Good?	4	4	0	8		
ICGS	135	Entrepreneurial Accounting	4	4	0	8		

1.5 Leadership (4 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGN	114	The Scientific Approach and Society	4	4	0	8		
ICGN	128	Climate Emergency, Biodiversity Crisis, and Humanity at Risk	2	1	2	3		
ICGS	104	Essentials of Entrepreneurship	4	4	0	8		
ICGS	118	Skills in Dealing with People Across Cultures	4	4	0	8		
ICGS	121	Abnormal Colleagues: How Do I Make This Work?	4	4	0	8		
ICGS	136	Social and Health Issues in Thailand	4	3	2	7		
ICGS	137	Witchcraft and Gender Representation	4	4	0	8		
ICGS	138	Business Event Essentials	4	4	0	8		
ICGS	139	Leadership and Change for a Global Society	4	4	0	8		
ICLL	101	Professional Development	2	2	0	4		

1.6 Digital Literacy (4 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGH	111	Media Literacy: Skills for 21st Century Learning	4	4	0	8		
ICGN	116	Understanding and Visualizing Data	4	3	2	7		
ICGN	118	Everyday Connectivity	4	4	0	8		
ICGN	119	Computer Essentials	4	4	0	8		
ICGN	129	Programming for Problem Solving	4	4	0	8		
ICGN	130	Cryptography: The Science of Making and Breaking Codes	2	2	0	4		
ICGN	131	Digital Search Literacy	2	2	0	4		
ICGN	132	Digital Security and Privacy	2	2	0	4		
ICGN	133	E-Business: Technology and Digital Strategies	4	4	0	8		
ICGN	134	Introduction to Artificial Intelligence	2	2	0	4		
ICGS	140	Fake News, Censorship and the Politics of Truth	4	4	0	8		
ICLL	102	Skills for a Digital World	2	2	0	4		

1.7 General Education Elective Courses (2-6 Credits)

Course Code	Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade

Note : Students need to take any GE courses to fulfill their 38 credits requirement of General Education: 2 credits for students whose English Communication track are placed into 'ERS track' or 'GC Track' and 6 credits for students whose English Communication track are placed into 'Advanced GC Track'. Partial credits of GE course that exceed the GE requirements cannot be counted towards Free Electives.

2. SPECIFIC COURSES (102 Credits)

2.1 Core Courses (32 Credits)

- Core Courses in Management

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICTB	202	Principles of Management	4	4	0	8		
ICTB	301	People and Talent Management	4	4	0	8	ICTB 202	
ICTB	304	Service Management and Experience Design	4	4	0	8	ICTB 201	

- Core Courses in Travel and Service Business Entrepreneurship

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICTB	201	Introduction to Travel and Service Businesses	4	3	2	7		
ICTB	203	Consumer Behavior for Travel and Service Businesses	4	4	0	8	ICTB 201	
ICTB	204	Business Communication	4	4	0	8	ICGC 103	
ICTB	302	Business Laws for Travel and Service Businesses	4	4	0	8	ICTB 201	
ICTB	303	Digital Transformation for Travel and Service Businesses	4	4	0	8	ICTB 201	

2.2 Major Required Courses (42 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICTB	211	Business Statistics and Data Management	2	2	0	4		
ICTB	212	Marketing for Travel and Service Businesses	4	4	0	8		
ICTB	213	Economics for Travel and Service Businesses	4	4	0	8	ICTB 211	
ICTB	214	Accounting for Travel and Service Businesses	4	4	0	8		
ICTB	215	Branding Strategy and Marketing Communication Channels	4	4	0	8	ICTB 212	
ICTB	216	Sustainable Development in Travel and Service Businesses	4	4	0	8	ICTB 201	
ICTB	311	Finance for Travel and Service Businesses	4	4	0	8	ICTB 214	
ICTB	312	Strategic Management for Travel and Service Businesses	4	4	0	8	100 Credits	
ICTB	313	Business Research and Data Analysis for Travel and Service Businesses	4	4	0	8	100 Credits	
ICTB	314	Revenue Management in Travel and Service Businesses	4	4	0	8	100 Credits	
ICTB	315	Entrepreneurship and Business Plan Development	4	4	0	8	100 Credits	

2.3 Major Elective Courses (12 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
2.3.1 □ Hotel Management Module								
ICTB	321	Room Division Operation Management	4	4	0	8		
ICTB	322	Facility Management for Hotel Operations	4	4	0	8		
ICTB	323	Hospitality Facilities Design	4	3	2	7		
ICTB	324	Hotel Business Development and Management	4	4	0	8	ICTB 321 or ICTB 322	
ICTB	325	Special Topics in Hotel Management	4	4	0	8		
2.3.2 Food & Restaurant Management Module								
ICTB	331	Culinary Operation Management	4	3	2	7		
ICTB	332	Baking and Pastry Business	4	3	2	7		
ICTB	333	Gastronomy Exploration and Food's Experiences	4	4	0	8		
ICTB	334	Restaurant Marketing and Branding Strategies	4	4	0	8		
ICTB	335	Restaurant Business Planning and Operations	4	4	0	8	ICTB 331 or ICTB 332	
ICTB	336	Special Topics in Food & Restaurant Management	4	4	0	8		
2.3.3 Tourism Management Module								
ICTB	341	Travel Guide and Interpretation	4	3	2	7		
ICTB	342	Tourism Package Management and Business	4	3	2	7		
ICTB	343	Online Travel and Service Business	4	4	0	8		

Code	No.	Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICTB	344	Wine Studies and Wine Tourism	4	3	2	7	Age above 20	
ICTB	345	Cultural Heritage Studies for Entrepreneurship	4	4	0	8		
ICTB	346	Special Topics in Tourism Management	4	4	0	8		
2.3.4		**Event Management Module**						
ICTB	351	Event Planning and Operation	4	4	0	8		
ICTB	352	Event and Experience Design	4	3	2	7		
ICTB	353	Event Business Stakeholders Engagement	4	4	0	8		
ICTB	354	Leisure and Sport Event	4	3	2	7		
ICTB	355	Creative Event Production	4	3	2	7	ICTB 351 or ICTB 352	
ICTB	356	Special Topics in Event Management	4	4	0	8		
2.3.5		**Health & Wellness Management Module**						
ICTB	361	The Basics of Exercise Science and Wellness	4	4	0	8		
ICTB	362	Principles and Practice of Sport management for Business	4	4	0	8		
ICTB	363	Healthcare and Medical Business	4	4	0	8		
ICTB	364	Spa and Wellness Business	4	4	0	8		
ICTB	365	Special Topics in Health & Wellness Management	4	4	0	8		

2.4 Internship Courses (16 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICTB	291	Internship I	8	0	40	8	70 credits	
ICTB	491	Internship II	8	0	40	8	Final trimester only	

3. I-DESIGN ELECTIVES COURSES (20 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade

Note: The purpose of the I-Design Electives is to promote multidisciplinary learning. Students are encouraged to explore courses offered by diverse disciplines across MUIC, Mahidol University, and partner institutions. The I-Design Electives can be satisfied upon the completion of the following course categories:
1. Minor courses offered by any program in MUIC
2. Certificate courses offered by any program in MUIC
3. Any major courses offered by any program in MUIC
4. Any major courses offered in Mahidol University (including undergraduate and graduate level courses). Courses must be approved by the student's advisor and the Curriculum Administrative Committee.
5. Any major courses offered at partner institutions (who have MOU with Mahidol University and/or MUIC). Courses must

4. FREE ELECTIVE COURSES (8 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade

Note: Students can take any courses offered by MUIC and/or Mahidol University as free elective courses with the approval from the advisor. A course within the student's major that is too closely related or redundant to core/required/elective courses is discouraged and may be disapproved by an academic advisor.