

International Hospitality Management

ICHI 201 Principles of Management	4
Prerequisites: 24 credits of General Education	
An overview of management and organizational behavior; evolution of Management theories and thoughts; changing environment of organizations; foundation of individual behaviors; motivation; stress and work-life balance; decision making and problem solving; teamwork; communication; leadership; organization structure; ethics and social responsibility; service economies; organizational culture and change	
ICHI 202 Introduction to Hospitality and Tourism Industry	4
Prerequisites: 24 credits of General Education	
An introduction and overview of the tourism and hospitality industry, partnership in tourism and hospitality: global issues in tourism and hospitality, dynamics of the lodging industry, hotel management and operations: the foodservice concepts, dynamics of the event industry, leisure activities in tourism and hospitality: passenger transportation	
ICHI 203 Business Communication	4
Prerequisites: ICGC 103 Public Speaking	
Communication model; principles of business writing; business presentation; memos, emails and letters; cross-cultural communication; press release; country briefings; resume and cover letter; interview preparation; a mock interview	
ICHI 204 Digital Technology for Hospitality Industry	4
Prerequisites: ICHI 202	
An introduction to tourism and information technology and digital technology, strategic thinking and digital technology, digital landscape and the ecosystem, travel intermediaries and digital technology; the Internet and digital tourist, social media, mobile technology, digital technology for hospitality business; sustainable tourism and digital technology, and future of digital technology for tourism and hospitality industry	
ICHI 205 Consumer Behavior for International Hospitality Management	4
Prerequisites: ICHI 202	
Understanding a wide range of factors motivating consumers in tourism products; an emphasis on culture and multicultural communication and relation; various factors that contribute to successful marketing in tourism; the purchase-decision process; typologies of tourist behavior from different practitioners; patterns of tourism demand and markets, divided by global region	
ICHI 206 Laws and Ethics for Hospitality and Tourism	4
Prerequisites: ICHI 202	
Legal principles and rules as infrastructure of legal knowledge towards business and tourism and hospitality industry; encouraging legal awareness in various legal exposures and managing legal issues including developing solutions and preventive measures thereof; the Global Codes of Ethics and Hospitality and Tourism Business	
ICHI 211 Hospitality and Tourism Managerial Economics	4
Prerequisites: ICHI 202	
Principles of economics, particularly microeconomics, and applied economic concepts; assessing the socio-economic behavior of economic agents comprising consumers, businesses, government and its agencies, particularly their business choices and decision making; covering key economic areas of demand, supply, elasticity, costing, pricing and investment	
ICHI 212 Accounting for International Hospitality Management	4
Prerequisites: ICGN 102	

Business transactions and financial statements, the evolution of accounting, recording and classifying financial transactions, preparation of financial statements, features of various types of accounts, accounting principles, the usefulness and limitations of accounting information

ICHI 213 Principles of Marketing

4

Prerequisites: ICHI 202

An introduction to fundamental marketing principles and practical; the marketing basics; definition, marketing's macro-environment, marketing planning techniques and understanding consumer behavior, marketing segmentation and target marketing; the developing promotional strategies; the communication mix, effective advertising, print materials discussions; customer relationship management (CRM) and marketing trends

ICHI 221 Culinary Arts

4

Prerequisites: -

Planning and operating food and beverage production in quantity food settings; various methods of food preparation; ingredients and culinary terminology; reading and evaluating menus; developing recipe conversion and costing skills; examining different production schemes and product flow; the use and care of equipment; service techniques; procurement management, and cost control

ICHI 301 People and Talent Management

4

Prerequisites: ICHI 201

An overview and survey of human resources management and development; differences of personnel and human resources administrative system, recruitment and selection, job design, training and development together with talent management, performance and compensation management, ethics management and labor relation

ICHI 302 Service Management

4

Prerequisites: ICHI 202

Important roles of services in our economy; the nature of services and service encounters; characteristics of services; the customer focus on service management; the consumer decision model; service psychology; service strategy and competitiveness; the design and development of services and service delivery systems; service failure and recovery; managing demand and supply in services; service quality and continuous improvement; tools and technique for total quality improvement; managing customer experience; ethical challenges in service management

ICHI 311 Sustainable Development in Hospitality and Tourism

4

Prerequisites: ICHI 202

Concepts of sustainability affecting tourism and hospitality industry; socio-cultural, environmental, economic impacts of tourism; visitor management and interpretation for sustainable development; creative tourism for promoting culture-based creativity and sustainability of tourism; sustainability accreditation for tourism and hospitality; concepts of community-based tourism practices for sustainable development within a different geo-cultural context – urban and rural settings

ICHI 312 Crisis and Risk Management for Hospitality Industry

4

Prerequisites: ICHI 202

The relationships and differences among risk, crisis, risk management, and crisis management in the context of international hospitality industry; importance of risk and crisis management in the contemporary world; relevant frameworks in risk management; relevant frameworks in crisis management; equipment and procedures to create safety and security in international hospitality industry, hospitality and event venues; roles of customers in the development of personal safety and security; strategies in managing and restoring businesses through selected case studies from local and international tourism, hospitality and event organizations

ICHI 313 Hospitality Branding and Marketing Communications

4

Prerequisites: ICHI 213

Hospitality marketing and branding (Past and Future); brand model management; branding of services; brand identity; brand positioning; brand equity; the process of marketing communications; the models of marketing

communications; media for marketing communications and IMC; factors influencing the use of media for marketing communications

ICHI 314 Finance for International Hospitality Management 4

Prerequisites: ICHI 212

An introduction to the financial management for hospitality industry, methods and importance of tourism and hospitality finance, cash management and its importance, the investment decisions regarding tourism and hospitality projects and capital expenditures, cash control during the various stages of operations, statement of cash flow, an introduction to feasibility studies, financial ratios analysis and working capital

ICHI 321 Lodging Property Management 4

Prerequisites: ICHI 202

An overview of the lodging industry, organizational structures of hotels and resorts, hotel / resort development, front office management, hotel safety and security, housekeeping management, food and beverage management, marketing and sales management, human resources management

ICHI 322 Hospitality Facilities Design 4

Prerequisites: ICHI 202

Understanding fundamental of hospitality facility design and layout emphasizing different types of lodging; basic understanding of architectural plan reading and specifications as well as how to communicate with professional designers; exploring flow patterns and relationships among functional areas and facilities (using the Bubble Diagram); understanding phases in planning and design process; and recognizing possible key factors, theme or concept, and trends influencing hospitality facilities design

ICHI 323 Front Office Management 4

Prerequisites: ICHI 202

Traditional hotel industry; modern hotel industry; structures of the hotel industry; front office responsibilities; front office operations; reservations; registrations; the assignment and rooming; front office accounting; checkout and settlement; managing guest services; handling corporate and group sales; overview of revenue management; technology relating to front office tasks

ICHI 324 Housekeeping Management 4

Prerequisites: ICHI 202

An introduction to housekeeping; role of the housekeeping department; housekeeping operations in the guest room and public space; housekeeping administrative tasks; managing human resources in the housekeeping department; managerial responsibilities of the executive housekeeper; safety for housekeeping tasks; facility care and cleaning; laundry; housekeeping technology

ICHI 325 Food and Beverage Management 4

Prerequisites: ICHI 202

Understanding fundamental of food composition and properties, food and beverage products and preparation, and food safety and sanitation; developing standardized recipes; creating menus including food and beverage costing and pricing and food and wine pairing; discussing about purchasing, cost controls, storage and loss prevention; meeting legal safety and sanitation requirements; building business through effective marketing

ICHI 326 Spa and Health Resort Management 4

Pre-requisites: ICHI 202

Understanding the essential fundamental in spa and health resort operation and management; types of spa and its operation, the operational management like menu design, product, pricing, staffing and service excellence; the concept, design and trends of spa facilities and services

ICHI 331 Tour Guiding and Heritage Interpretation 4

Prerequisites: ICHI 202

Principles of tourist guides - etiquette, personalities, roles and responsibilities; understanding tourist behaviors; managing the unexpected; principles of interpretation for heritage attractions; model of creating visitor

experiences; thematic interpretation; essential knowledge of cultural heritage in Thailand, especially from the Ayutthaya to modern Bangkok, including a field work held at outstanding tourist attractions in Bangkok

ICHI 332 Tour Package Management

4

Prerequisites: ICHI 202

Package tourism management; the crucial relationships of various tour components such as transportation, lodging, dining, sightseeing, attractions and shopping, understanding different types of tour operators, basic types of organizational structures, tour distribution channels and appreciate the ways in destination research development and supply negotiations. Tour itinerary planning and understand how to strategically price the tour, specific communications strategies of tour operators, understanding the three major functions of tour operations; pre-tour operation, tour execution, and post-tour phase, an administration of tour operation and its environment

ICHI 333 Wine Studies and Wine Tourism

4

Prerequisites: Age above 20

Viticulture; viniculture; old world and new world wine; sparkling wine; fortified wine; food and wine pairing; ethical issues of wine drinking; global wine tourism; motivations of wine tourists; factors essential for giving wine tourists total touring experiences; marketing plan for wine tourism

ICHI 334 Airline Management

4

Prerequisites: ICHI 202

An introduction to aviation industry; global development history of airlines; airline business organization; airline product development and customer relationship management; airline planning and distribution; principle of airline economics; airline promotion and marketing communication; airline business models and low cost airlines; international bodies (ICAO, IATA); airline in-flight and cargo services; airline growth and sustainable development

ICHI 335 Social Media Management for Tourism Business

4

Prerequisites: ICHI 204

An introduction to social media, social consumers and digital communities, social media landscape, tourism business ecosystem, social media strategic planning, social media publishing and branding, social entertainment, social commerce and social media analytical tools and measurement

ICHI 336 Cultural Heritage Management

4

Prerequisites: ICHI 202

The definition of cultural heritage, cultural heritage in Thailand, its laws, major cultural sites in Thailand; heritage management worldwide; tangible and intangible heritage; heritage as tourist attractions; marketing heritage; sustainable heritage; heritage as tourist product; the future of heritage and tourism

ICHI 337 Tourism in ASEAN Countries

4

Prerequisites: ICHI 202

Tourism in ASEAN; tourism; significance of tourism in the ASEAN economy; government planning and policies in the ASEAN; international and domestic tourism in the ASEAN; tourism impacts in the ASEAN; tourism and sustainability in the ASEAN; tourism and terrorism in the ASEAN; voluntourism in the ASEAN; medical tourism in the ASEAN; dark tourism in the ASEAN; sex tourism in the ASEAN

ICHI 341 Event Management Fundamentals

4

Prerequisites: ICHI 202

Event characteristics, typology; social, economic, political and development implications of events; event stakeholders management; event design; event planning; event organization, event finance, event operations; event evaluation; event trends and technology

ICHI 342 Event Project Management

4

Prerequisites: ICHI 202

Project management for events; supply and suppliers; event project definition; stakeholder management; event scope; resources analysis; task analysis; scheduling; work in progress report; project completion and review

ICHI 343 Sport Event Management

4

Prerequisites: ICHI 202

An introduction and overview of sport event; understanding the sports event industry

Event Organization and Conceptualization; event staffing, financial planning, and event revenue maximization; event Sponsorship; media promotion and relations; event services and logistics; event day management; post event details and evaluation

ICHI 344 Special Topics

4

Prerequisites: ICHI 202

Selected topics in the international hospitality industry. An analysis of contemporary issues that arise and impact on the hospitality industry

ICHI 391 Internship I (Hotel Operation)

12

Prerequisites: 80 earned credits

Providing hands-on experience and practical opportunity in the hotel operation of four departments: front office, housekeeping, food and beverage and kitchen; provision of hotel and service related basic knowledge and skill in the four departments; achieving formality, professionalism, attitude and team work aspects; building competitive advantage as a quality hotelier

ICHI 411 Revenue Management for Hospitality Industry

4

Prerequisites: ICHI 313

The concepts of revenue management; ingredients of effective revenue management; roles of revenue manager and related department; Key Performance Index used in the revenue management; market segmentation and channel distribution the in revenue management; market and competitive intelligence; benchmarking and competitive set; price and value; economics in revenue management; demand Forecasting; revenue management techniques in hospitality business; market dynamics.

ICHI 412 Entrepreneurship and Strategic Management for International Hospitality Management

4

Prerequisites: ICHI 201

Entrepreneurial and strategic issues in management; formulation and analysis of strategies; relationship between strategies and organizational structures; strategic thinking and managing change and the similarities and differences in strategies between sectors in relation to tourism and hospitality industry

ICHI 413 Research Methods for International Hospitality Management

4

Prerequisites: ICGN 103 and 150 credits

The design of experiments, collection of data, presentation of data, an analysis of current trends in research industry, how to write a literature review, and analyze the research results

ICHI 491 Internship II

12

Prerequisites: Final trimester only

Work experience at a hospitality / tourism / event-related organization; gaining an insight in its management and operations; making an effective contribution to the employing organization; gaining first-hand experience of a real working environment and, in particular, the problems encountered in human, financial and other resource terms, in trying to meet organizational objectives, and understand how such problems are tackled; demonstrating an ability to understand their roles in the work of the organization by implementing instructions, directing, understanding, assuring appropriate actions, and carrying out tasks assigned to the students successfully; developing interpersonal and technical skills, as well as competencies necessary for the successful completion of students work; considering and discussing with work colleagues and supervisors the relationship between the theoretical concepts and the practical situations encountered; applying careful thoughts to ways in which this experience may help students to plan their future

ICHL 101 Japanese I for Hospitality and Tourism Industry

4

Prerequisites: Placement test

The Hiragana and Katakana characters; fundamentals of basic Japanese grammar (noun-ending sentences, particles, demonstratives, verb-ending sentences, non-past and past tenses); scaffolding of basic vocabulary; the basic communication about personal topics (self and others); description of Japan; the design of written products in the target language; expressing existence, preferences, and agreement; comparing cultures

ICHL 102 Japanese II for Hospitality and Tourism Industry**4****Prerequisites: Placement test or ICHL 101**

The Kanji characters (approximately 50); fundamentals of basic Japanese grammar concepts (particles, verbs of giving and receiving, na-adjective-ending sentences, i-adjectives-ending sentences, non-past and past tenses, and classifiers); scaffolding of basic vocabulary; the basic communication about daily life topics; the design of written products in the target language; expressing simply points of view, describing people and daily life activities; comparing cultures

ICHL 103 Japanese III for Hospitality and Tourism Industry**4****Prerequisites: Placement test or ICHL 102**

The Kanji characters (approximately 50); fundamentals of basic Japanese grammar concepts (verb conjugation (masu-form, te-form, nai-form, and dictionary form), and related sentence patterns; polite style of speech, and plain style of speech, particles); scaffolding of basic vocabulary; the basic communication about various topics; the design of written products in the target language; expressing points of view, describing people and various activities; comparing cultures

ICHL 104 Japanese IV for Hospitality and Tourism Industry**4****Prerequisites: Placement test or ICHL 103**

50 Kanji characters; expressing opinions, impressions, and expectations; reporting or quoting other's statements; describing and explaining people and things in details; giving directions; describing kind actions of other people using appropriate verbs; stating decisions, judgments, etc. based on the suppositions; asking for explanations, and explaining one's situations or reasons; asking for advices and instructions; expressing what one can or cannot do using potential verbs

ICHL 105 Japanese V for Hospitality and Tourism Industry**4****Prerequisites: Placement test or ICHL 104**

50 Kanji characters; explaining state of things; describing necessary things to do in advance as preparations for the future; expressing own intentions, plans, and schedule; expressing own guess and inference; asking someone to take a message or conveying a message; stating standards or norms, when one explains the manner of doing a certain action or work; explaining a condition in which a certain action is performed; stating everyday habitual actions

ICHL 106 Japanese VI for Hospitality and Tourism Industry**4****Prerequisites: Placement test or ICHL 105**

50 Kanji characters; expressing judgments under certain conditions; stating a purpose or an aim; describing changes in human ability and conditions; describing an action performed by a third person, or an action when one feels annoyed or troubled, using passive verbs; expressing something with the most important information emphasized; describing natural phenomena, happenings, and events, together with their causes; clearly telling what speakers consider as questions, by using a question with an interrogative as a component of a sentence; using appropriate expressions for giving and receiving of things and actions, depending on the relationship between the giver and the receiver, in terms of social status; telling usage, evaluation, necessary time, expense, etc.

ICHL 107 Japanese VII for Hospitality and Tourism Industry**4****Prerequisites: Placement test or ICHL 106**

50 Kanji characters; telling a supposition based on the appearance of a thing, person and scene; expressing that the degree of an action or a state is excessive; describing the easiness or difficulty in handling or doing something; expressing feelings of surprise, disappointment or dissatisfaction when an expected consequence did not follow; describing how to cope with a situation or its consequence under a hypothetical situation; telling an

action, stressing a certain point in time during the course of the action; expressing that one is convinced and certain of what he/she states; giving compulsion and permission; seeking permission politely; understanding Japanese view on relationship based on seniority, social status and insider/outsider relationships; understanding the entire system of all respectful expressions and humble expressions

ICHL 108 Japanese VIII for Hospitality and Tourism Industry 4

Prerequisites: Placement test *or* ICHL 107

The 50 Kanji characters; explaining cultural aspects; discussing about natural disaster; comparing education systems; understanding and presenting graphs and charts; talking about health

ICHL 109 Japanese IX for Hospitality and Tourism Industry 4

Prerequisites: Placement test *or* ICHL 108

The 50 Kanji characters; report about invention; discussion on issues related to natural environment; understanding cultural differences; discussion on social issues

ICHL 110 Japanese X for Hospitality and Tourism Industry 4

Prerequisites: Placement test *or* ICHL 109

An analysis of texts of various kinds chosen from the fields and topics of interest of the students and production of similar written documents, in order to prepare the students for the written skill part of a standard intermediate level proficiency test

ICHL 111 Japanese XI for Hospitality and Tourism Industry 4

Prerequisites: Placement test *or* ICHL 110

An analysis of various audio documents (such as TV and radio broadcast, plays and films) chosen according to the fields and topics of interest of the students and the production of similar documents, in order to prepare the students for the oral skill part of a standard intermediate level proficiency test

ICHL 121 Chinese I for Hospitality and Tourism Industry 4

Prerequisites: Placement test

The Chinese phonetic system (Pinyin), Chinese basic writing system (Stroke order), Chinese characters (approximately 100) and fundamentals of basic Chinese grammar (interrogative pronouns, particle 的“de”, Yes/No questions with 吗“ma”, demonstrative pronouns, classifiers, adverb “ye”也, “dou”都); Scaffolding of basic vocabulary; the basic communication about personal topics (self and others); description of China; the design of written product in the target language; expressing existence, preferences and agreement; comparing cultures

ICHL 122 Chinese II for Hospitality and Tourism Industry 4

Prerequisites: Placement test *or* ICHL 121

The Chinese phonetic system (Pinyin), Chinese writing system, Chinese characters (approximately 100); fundamental Chinese grammar concepts(interrogative pronouns, classifiers, “de” particles, “de” phrase, adverbials, continue of an act sentence structures and reduplication of verbs); scaffolding of basic vocabulary; the basic communication about daily life topics; the design of written products in the target language; expressing simply points of view, describing people and daily life activities; comparing cultures

ICHL 123 Chinese III for Hospitality and Tourism Industry 4

Prerequisites: Placement test *or* ICHL 122

Chinese phonetics (Pinyin); Chinese characters (approximately 150); fundamentals of basic Chinese grammar concepts(interrogative pronouns, modal verbs, complex sentence, modal particle “le”(了), complement of state, complement of result, complement of duration); scaffolding of basic vocabulary; the basic communication about various topics; the design of written products in the target language; expressing points of view, telling direction, describing oneself and other people’s abilities; comparing cultures

ICHL 124 Chinese IV for Hospitality and Tourism Industry 4

Prerequisites: Placement test *or* ICHL 123 Chinese III

Reading and summarizing passages, writing letters, relate travel experience, describing one's appearance, the preposition "ba". (The preposition "ba" and its object which together function as an adverbial clause in sentences with verbs being the predicate.), expressing the continuation of an act, complement of direction, describing the degree level of state of things as they change over time, Chinese culture on weddings

ICHL 125 Chinese V for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 124

Expressing one's feelings. i.e. sadness, happiness, anger, pain, etc., relate someone's experience and evaluate behavior, the preposition "ba" (continued), express passive meaning by using the prepositions "bei", "jiao", "rang", complement of potentiality (I); reduplication of numeral-quantifier compounds; Chinese culture and custom on how to decorate a house.

ICHL 126 Chinese VI for Hospitality and Tourism Industry 4

Prerequisite(s): Placement test or ICHL 125

Making and declining invitations and requests; expressing agreements and disagreements; expressing one's wishes, and indicating the result of an act using complements of direction, the flexible use of interrogative pronouns, rhetorical questions to express affirmation or negation, complement of potentiality (II); Chinese idioms and proverbs

ICHL 127 Chinese VII for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 126

Elements of intermediate grammar and vocabulary related to specialized contexts allowing the students to participate in discussions on specific topics, expressing opinions and asking for clarification in such contexts, reading a wider variety of long texts, and writing extended letters or narratives; asking and giving advice, words of consolation, writing about travelling, expression of assumption, Chinese idioms expressing feeling of sorrow and grievance; rules and regulations for entering China, the belief of good and bad luck, Chinese traditional style house (Siheyuan), Peking Opera; existence emergence sentence, indirect refusal of a request, reduplication adjective used as an adverbial; conjunctions

ICHL 128 Chinese VIII for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 127

More advanced grammar and vocabulary related to a wider variety of specialized contexts allowing the students to begin, hold, and close extended conversations and discussions related to specialized topics and situation, and read and write simple argumentative texts related to such contexts; Chinese proverbs (1), idioms and expressions (1), poems (1), making a comparison; tourist attractions in China, Chinese dialects, Qingming festival; three Gorges of the Yangtze river 被 (bei) sentence; the complement of potentiality; prepositions; auxiliary verbs; continuity of an act; adverbs

ICHL 129 Chinese IX for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 128

The consolidation of the acquisitions of ICHL 127 and 128 and further mastering of advanced grammar and specialized vocabulary in order to allow the students to fully reach a standard intermediate level of proficiency; giving warnings, note taking, memo writing, indication of unexpected situation with a tone exclamation, Chinese proverbs (2), idioms and expressions (2), poems (2), mid-autumn festival, summer activities for the young people in China; recent developments in Chinese families; adverbs, phrases, conjunctions, auxiliary verbs (2).

ICHL 130 Chinese X for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 129

An analysis of texts of various kinds (press, advertisements, literature, reports, etc.) chosen according to the fields and topics of interest of the students and production of similar written documents, in order to prepare the students for the written skill part of a standard intermediate level proficiency test

ICHL 131 Chinese XI for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 130

An analysis of various audio documents (such as TV and radio broadcast, plays and films) chosen according to the fields and topics of interest of the students and the production of similar documents, in order to prepare the students for the oral skill part of a standard intermediate level proficiency test

ICHL 141 French I for Hospitality and Tourism Industry

4

Prerequisites: Placement test

Fundamentals of basic French grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; the basic communication about personal topics (self and others); identification and description of French speaking countries; the design of written products in the target language; expressing existence, preferences and agreement; comparing cultures

ICHL 142 French II for Hospitality and Tourism Industry

4

Prerequisites: Placement test or ICHL 141

Fundamentals of simple French grammar (present and future tense, adjective gender, place and agreement, more complex prepositions, more complex questions) Scaffolding of simple vocabulary; simple communication about daily life topics (in France and in their country); the design of written products in the target language; expressing simply point of view, describing people and daily life activities; comparing cultures

ICHL 143 French III for Hospitality and Tourism Industry

4

Prerequisites: Placement test or ICHL 142

Fundamentals of more complex French grammar (present and future tense, adjective gender, place and agreement, more complex prepositions, questions and past tense notions); scaffolding of more complex vocabulary; longer communication about daily life topics (in France and in their country); the design of written products in the target language; expressing point of view, describing people and daily life activities; comparing cultures

ICHL 144 French IV for Hospitality and Tourism Industry

4

Prerequisites: Placement test or ICHL 143

Talking about friends; describing someone; looking for and applying for a job; giving advice; talking about professional activities and professional experiences; reporting speeches (1); relative pronouns: qui, que, à qui; Imparfait and passé composé tenses; subjunctive mood to express necessity

ICHL 145 French V for Hospitality and Tourism Industry

4

Prerequisites: Placement test or ICHL 144

Talking about a country; understanding tourist information and making a reservation. talking about one's living environment; justifying a choice; talking about a movie; relative pronouns: où, dont ; pronouns en and y; Gerundive form. Past tenses review: imparfait / passé composé / plus-que-parfait ; passive voice (1)

ICHL 146 French VI for Hospitality and Tourism Industry

4

Prerequisites: Placement test or ICHL 145

Expressing wishes; to make a suggestion; talking about a project; talking about a book or an article; expressing aims, causes and consequences; to expressing agreements and disagreements; talking about changes in life; expressing a regret; subjunctive mood to express wishes; conditional mood to make a suggestion; reported speeches and time accordance; past conditional to express past hypothesis and regret

ICHL 147 French VII for Hospitality and Tourism Industry

4

Prerequisites: Placement test or ICHL 146

talking about one's own image and look, asking information and advice by email; describing people and their behaviours; speaking highly of someone; giving suggestion and reproach; expressing feelings (2); giving advice and order; talking about consumption; writing a claim by email; negotiating a price; complaining about a service; reporting a third person's speech and warning someone

ICHL 148 French VIII for Hospitality and Tourism Industry

4

Prerequisites: Placement test or ICHL 147

More advanced grammar and vocabulary related to a wider variety of specialized contexts allowing the students to begin, hold and close extended conversations and discussions related to specialized topics and situation; reading and writing simple argumentative texts related to such contexts; talking about one's own image and look, asking information and advice by email; describing people and their behaviours; speaking highly of someone; giving suggestions and reproaches; expressing feelings (2); giving advice and order; talking about consumption; writing a claim by email; negotiating a price; complaining about a service; reporting a third person's speech and warning someone

ICHL 149 French IX for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 148

Consolidation of the acquisitions of ICHL 147 and 148 and further mastering of advanced grammar and specialized vocabulary in order to allow the students to fully reach a standard intermediate level of proficiency; talking about studies and learning tools; talking about one's experience in a curriculum vitae; talking about the past; conceding and opposing in an argumentative speech (1); talking about the press: newspapers and magazines, talking about an event in an article; giving information by letter or mail; understanding and introducing newspaper's articles; expressing and defending an opinion; encouraging and promoting solidarity; to ask detailed information by email; expressing aims; expressing duration with time indicators

ICHL 150 French X for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 149

An analysis of texts of various kinds (press, advertisements, literature, reports, etc.) chosen according to the fields and topics of interest of the students and production of similar written documents, in order to prepare them for the written skill part of the standard intermediate level proficiency test

ICHL 151 French XI for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 150

An analysis of various audio documents (such as TV and radio broadcast, plays and films) chosen according to the fields and topics of interest of the students and the production of similar documents, in order to prepare the students for the oral skill part of a standard intermediate level proficiency test

ICHL 161 German I for Hospitality and Tourism Industry 4

Prerequisites: Placement test

Greetings, introducing oneself or others, German alphabet and phonemes, personal information, numbers from 1 – 100 and price quotations, expressing wishes, telling the time and making appointments; quality of items, measurements; verb forms, pronouns, sentence structure, gender of nouns, accusative case and plural forms, negation

ICHL 162 German II for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 161

Ordering and paying for meals in a restaurant, preferences of food and drinks, giving and asking for directions, reading a map, preferences of work conditions, job advertisements; essay writing, yes/no questions, imperative forms, compound verbs, preposition with dative case, modal verbs I, German sentence bracket

ICHL 163 German III for Hospitality and Tourism Industry 4

Prerequisite(s): Placement test or ICHL 162

Health advice and problems, healthy and unhealthy life styles, events and accidents, travel reports, curriculum vitae (CV); possessive articles in nominative, accusative and dative case, perfect tense, connectors, modal verbs II

ICHL 164 German IV for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 163

Clothing and accessory, appearance, shopping for clothes and accessory family members, present and past families, statistics, festivities and culture, dates, presents; comparative forms of adjectives, modal verbs past tense, dependent clauses (cause and condition), personal pronouns, accusative and dative case

- ICHL 165 German V for Hospitality and Tourism Industry** **4**
Prerequisites: Placement test or ICHL 164
 Housing II, furniture and equipment II, school and education, the school system in Germany; future plans, appearance II, fashion and life style, the description of persons; dependent clauses II, future tense, declination of adjectives.
- ICHL 166 German VI for Hospitality and Tourism Industry** **4**
Prerequisites: Placement test or ICHL 165
 Travel, weather and seasons, public transport; free time, learning to know people abroad, clubs, work and job search, job advertisement and application; impersonal verbs, modal verbs III, relative clauses, indefinite pronouns, phrasal verbs, dependent clauses (concessive).
- ICHL 167 German VII for Hospitality and Tourism Industry** **4**
Prerequisites: Placement test or ICHL 166
 The media, statistics, habits in using media, argumentation about media, texts about media (reading and writing); politics, opinion about politics, wishes about politics, good and bad manners in different cultures, invitations in different cultures, rules of politeness, intercultural comparisons; question words (summary), adjective suffixes and prefixes, adjective antonyms, past tense (regular and irregular); verbs with fixed prepositions, prepositions with dative, temporal dependent clauses
- ICHL 168 German VIII for Hospitality and Tourism Industry** **4**
Prerequisites: Placement test or ICHL 167
 Describing people, asking for information on the telephone, describing advantages and disadvantages, reserving a room, complaining, expressing praise, applying for a job on the phone, understanding a travel brochure, talking about eating habits, understanding tips for a healthy diet, ordering and paying in a restaurant, giving advice; prepositions with accusative (summary), indirect question phrases, indirect and direct questions, masculine nouns n-declinations, regular and irregular comparative forms, declination of articles, superlatives, and adjective endings; infinitive groups with zu, concessive dependent clauses, word formation: noun formation
- ICHL 169 German IX for Hospitality and Tourism Industry** **4**
Prerequisites: Placement test or ICHL 168
 Understand texts about history, talking about occurrences in the past, talking about migration, expressing opinions on Europe, talking about relationships, expressing feelings, expressing opposites, resolving conflicts, defining problems and express wishes; reporting an emergency, talking to a doctor, talking about health care jobs; past: past tense and present perfect, past perfect, temporal dependent clauses, conjunctions, dependent clauses with während as opposite, temporal dependent clauses with bis and bevor; word formation: character descriptions with verbs and shortened forms; relative clauses in nominative, accusative, and dative, relative pronouns: declinations, word formation: nouns.
- ICHL 170 German X for Hospitality and Tourism Industry** **4**
Prerequisites: Placement test or ICHL 169
 An analysis of texts of various kinds (press, advertisements, literature, reports, etc.) chosen according to the fields and topics of interest of the students and production of similar written documents, in order to prepare the students for the written skill part of a standard intermediate level proficiency test
- ICHL 171 German XI for Hospitality and Tourism Industry** **4**
Prerequisites: Placement test or ICHL 170
 An analysis of various audio documents (such as TV and radio broadcast, plays and films) chosen according to the fields and topics of interest of the students and the production of similar documents, in order to prepare the students for the oral skill part of a standard intermediate level proficiency test
- ICHL 181 Spanish I for Hospitality and Tourism Industry** **4**
Prerequisites: Placement test
 Fundamentals of basic Spanish grammar (pronouns, the present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; the basic communication about personal topics (self and others);

identification and description of Spanish speaking countries; the design of written products in the target language; expressing existence, preferences and agreement; comparing cultures

ICHL 182 Spanish II for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 181

Fundamentals of basic Spanish grammar (pronouns, present tense conjugation, reflexive verbs, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; the basic communication about personal topics (self and others); identification and description of Spanish speaking countries; the design of written products in the TL; expressing existence, preferences and agreement; talk about daily habits

ICHL 183 Spanish III for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 182

Towns, quarters and cities; directions; past experience; present perfect tense, past tense indefinido; verbs ser, estar and hay; vocabulary of places; time markers for past tense; verbs empezar a+ infinitive; verbs ir / irse

ICHL 184 Spanish IV for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 183

Habits; pronominal verbs; porque/para; house; furniture and parts of the house; appearance; family, irregular verbs in present tense; present progressive

ICHL 185 Spanish V for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 184

Leisure activities; intentions and projects; pain, discomfort and symptoms; parts of the body; vocabulary of food; ir a+ infinitive; present perfect; differences between ser and estar; personal pronouns for objects; verb gustar

ICHL 186 Spanish VI for Hospitality and Tourism Industry 4

Prerequisites: Placement test or ICHL 185

Past habits, customs and circumstances, past and present action, advice, instructions (imperative), future; situations and actions, conditions, hypotheses, past experience; verb tense imperfect; verb tense indefinido; verb tense present perfect; contrast of past tenses.

ICHL 187 Spanish VII for Hospitality and Tourism Industry 4

Prerequisite(s): Placement test or ICHL 186

Expressing past and present habits; expressing obligation, prohibition and impersonality; talking by phone, expressing direct and indirect speech; pronouns direct and indirect object; vocabulary of professions, television programmes and cinema.

ICHL 188 Spanish VIII for Hospitality and Tourism Industry 4

Prerequisite(s): Placement test or ICHL 187

Expressing desire, complaint and necessity; telling anecdotes; expressing cause and effect; expressing interests and feelings; Present Subjective; talking about personal relationships; disagreeing in a formal and informal situation; easing a disagreement; describing specifications and how something works.

ICHL 189 Spanish IX for Hospitality and Tourism Industry 4

Prerequisite(s): Placement test or ICHL 188

Making hypotheses and conjectures; relating mysterious incidents; writing a news article; referring to a news article and commenting about it; giving advice; evoking imaginary situations; expressing an opinion about actions and behaviours; expressing opinions and desires; narrating events in the past; Future Tense; uses of Present Subjective; Past Tenses; Passive Voice; vocabulary mass media.

ICHL 190 Spanish X for Hospitality and Tourism Industry 4

Prerequisite(s): Placement test or ICHL 189

An analysis of texts of various kinds (press, advertisements, literature, reports, etc.) chosen according to the fields and topics of interest of the students and production of similar written documents, in order to prepare the students for the written skill part of a standard intermediate level proficiency test.

ICHL 191 Spanish XI for Hospitality and Tourism Industry

4

Prerequisite(s): Placement test or ICHL 190

An analysis of various audio documents (such as TV and radio broadcast, plays and films) chosen according to the fields and topics of interest of the students and the production of similar documents, in order to prepare the students for the oral skill part of a standard intermediate level proficiency test.



Mahidol University
International College

Foundation Courses

(For all 618xxxx students, except ICCI, ICCU and ICMC students)

ICID 100 Freshman Seminar	0
Prerequisites: - Compulsory for all freshmen; time management skills, study plan, adjustment to college's life, and teachers' expectation	
ICMA 100 Foundation Mathematics	0
Prerequisites: Placement test Expressions and equations; linear functions; polynomials and nonlinear functions; radical and rational functions; the data analysis	
ICME 100 English Resource Skills	0
Prerequisites: Placement test A remedial course preparing students for reading and writing academic English at a level suitable for entering the Intermediate English Communication I	

General Education Courses

(For all 618xxxx students, except ICCI, ICCU and ICMC students)

English Communication

ICGC 101 Academic Writing and Research I	4
Prerequisites: Placement Writing Test or ICME 100 An introduction to the academic writing process through the development of the writer's voice through sentencings, structure, and rhetorical devices; a focus on strategies for using and integrating researched sources; methods to compose well-structured essays based on themes relevant to the world today	
ICGC 102 Academic Writing and Research II	4
Prerequisites: ICGC 101 The integration of skills in academic research and writing to analyze and create persuasive compositions; techniques to identify strengths and weaknesses in argument; the development of students' knowledge and preconceptions of global issues through a progressive series of essays and journal assignments	
ICGC 103 Public Speaking	4
Prerequisites: ICGC 102 Academic Writing and Research II Fundamentals of key skills for confident and effective public speaking through a series of prepared and unprepared speeches; an introduction and application of techniques to inform/persuade audiences; the utilization of Academic Writing and Research I and II to create and deliver speeches to a professional standard	
ICGC 111 Academic Writing and Research I (Advanced)	4
Prerequisites: Placement Writing Test Theories and practical methods to enhance students' creative and descriptive abilities; an emphasis on the development of a writer's voice through sentencings, structure, and rhetorical devices; strategies for using and integrating researched sources introduced by means of explaining theories, concepts, and writing conventions	

ICGC 112 Academic Writing and Research II (Advanced)	4
Prerequisites: ICGC 111	
A focus on high levels of academic literacy and presentation skills in reading, writing, and public speaking for experts or near-expert users of English; the utilization of advanced strategies to exploit secondary research and argumentation; an application of advanced skills in critical thinking and rhetorical knowledge through class discussions and written and oral assignments	
ICGC 201 Global Realities	4
Prerequisites: ICGC 103 or ICGC 112	
An exploration and a critical analysis of key texts on poetry, literature, and legislative documents in order to understand the complexity and challenges of the world we live in; themes encouraging students to consider values, human rights and government; class discussions, journal writing, and presentation activities to demonstrate how students can contribute to the betterment of society	
ICGC 202 Literary Analysis	4
Prerequisites: ICGC 103 or ICGC 112	
A review of literary works from selected literary genres; an exploration of how literature informs our perceptions of the world by way of analytical and critical thinking; an analysis of short stories, poetry and drama; scaffolding of strategies for students to understand the function of a variety of literary forms	
ICGC 203 Creative Writing	4
Prerequisites: ICGC 103 or ICGC 112	
An examination of fictions, poetry, drama, and the media production through readings, speeches and films; comparisons of writing in different genres; a creation of the work of publishable quality by means of the consideration of audience and genre	
ICGC 204 Advanced Oral Communication	4
Prerequisites: ICGC 103 or ICGC 112	
Theories of persuasion, non-verbal techniques, and voice control for advanced presenters; strategies to develop high levels of voice control and expressions; activities including debates, stage, and sales strategies; the development of students' abilities to express themselves confidently in a variety of academic and professional environments through impromptu and prepared speeches	
ICGC 205 Linguistics	4
Prerequisites: ICGC 103 or ICGC 112	
An introduction to major features and components of the human languages; a focus on power and complexity of languages, its influence on interactions and its contributions to understanding; an exploration of definitions and applications of syntax, semantics, pragmatics, and other related topics	
ICGC 206 Literature Into Film	4
Prerequisites: ICGC 103 or ICGC 112	
An introduction to the technical aspects of translating literature into films; an exploration of the interplay between literature and films through an analysis of short stories, novels, and plays and their film versions; an exploration of the challenges merging both mediums	
ICGC 207 Diverse English Speaking Cultures	4
Prerequisites: ICGC 103 or ICGC 112	
An introduction to the study and appreciation of post-colonial literature; utilizing literature, music, and film to help students develop the ability to understand influences in new ways; an evaluation through a combination of mock trials, debates, plays, presentations, reading notes, and essays	

ICGC 208 Language and Culture	4
Prerequisites: ICGC 103 or ICGC 112	
An examination of the interplay between language and culture; having texts and class discussions to focus on the importance of understanding the link between culture and languages; a completion of research paper on the topic	
ICGC 209 The Story of English	4
Prerequisites: ICGC 103 or ICGC 112	
The development of English traced from its origins; the/a demonstration through texts, films, and media of the growth and spread of English; an introduction to methods of understanding a variety of linguistic progressions in the language	
ICGC 210 First and Second Language Acquisition	4
Prerequisites: ICGC 103 or ICGC 112	
An introduction to how children develop their first language; comparing and contrasting of the second language development; theories of language development from behaviorism to more recent cognitive and functional approaches; the implications of theories	
ICGC 211 Topics in Comparative Literature A: Poetry	4
Prerequisites: ICGC 103 or ICGC 112	
An in-depth study of poetry, including: metrics, forms, themes, ethnic voices, throughout history; an evaluation of poetry from different genres through a series of discussions, workshops and a term research paper	
ICGC 212 Topics in Comparative Literature B: The Short Story and the Novel	4
Prerequisites: ICGC 103 or ICGC 112	
A study of elements of fictions in short stories and novels through class workshops on characters, dialogue, plot and atmosphere; class discussions to analyze the effect of historical and social developments on selected themes	
ICGC 213 Topics in Comparative Literature C: Drama	4
Prerequisites: ICGC 103 or ICGC 112	
An exploration of ways to understand and appreciate drama by reading, watching, and analyzing theatrical performances; staging and enactment of a theatrical production; readings, essays, and theater workshop activities to prepare students for a final stage performance	

Natural Science

- **Scientific and Environmental Literacy**

ICGN 101 Decision Mathematics	4
Prerequisites: -	
Graphs and networks; linear programming; transportation problems; game theory	
ICGN 102 Essential Mathematics	4
Prerequisites: Placement test	
Real numbers, algebraic expressions, percentages, ratio, proportion; linear functions; the systems of linear equations	
ICGN 103 Essential Statistics	4
Prerequisites: ICGN 102	
Statistical ideas and concepts; probability and conditional probability; distribution functions; expected value; estimators; hypothesis testing; a linear regression analysis	

ICGN 104 Mathematics and Its Contemporary Applications	4
Prerequisites: Placement test <i>or</i> ICMA 100	
A review of algebra, logarithmic and exponential functions, matrix algebra, differential calculus, integral calculus	
ICGN 105 Ecology, Ecosystems and Socio-Economics in Southeast Asia	4
Prerequisites: -	
Human impacts on Southeast Asian ecology; human impacts on Southeast Asian's biodiversity and natural resources; fundamental ecological and resource management principles; current sustainable development issues; sustainable development practices for Southeast Asia	
ICGN 106 Climate Change and Human Society	4
Prerequisites: -	
Human activities and the global climate; consequences for human society; consequences for the essential life support systems; perspectives on human health and diseases; adapting to global climate change; mitigating global climate change; an optional field visit included	
ICGN 107 The Chemistry of Everyday Life	4
Prerequisites: -	
The air we breathe; ozone hole; water quality; acid-base and everyday chemicals; energy and fuels; battery; portable electronics; pharmaceuticals from nature; polymer and plastics; nutrition and modern life; genetic engineering; forensics and the DNA technology	
ICGN 108 Essentials of Culinary Science for Food Business	4
Prerequisites: -	
Changes during the preparation, heating, and storage of raw materials and finished products, food service and commercial packaged food industries; chemical, sensory, and nutritional natures of food, food safety concepts, changing trends and interests, legal requirements of the food establishment	
ICGN 109 Food for Health	4
Prerequisites: -	
Human nutritional requirements; health benefits of various foods; quality and safety of foods; food additives; food production and preservation; health and nutritional value	
ICGN 110 Maker Workshop	4
Prerequisites: -	
A mechanical design consideration, 3D drawing, safety in design; motion in 1 and 2 dimension; the sound and the oscillation motion, mechanical properties of materials; basic electronics, a circuit analysis, soldering; microcontroller, basic programming	
ICGN 111 Physics for CEO	4
Prerequisites: -	
Basic concepts of physics impacting individuals and society on a daily basis: physical quantities, the Newtonian mechanics and dynamics, energy and heat, electricity and magnetism, light and sound, and the electromagnetic spectrum	
ICGN 112 Stargazer	4
Prerequisites: -	
Basic ideas of astronomy, astrophysics, and cosmology; the progress of human understanding of the universe; the impact of the scientific methods on the astronomical observation; the earth and the moon; the solar system; the lifecycle of stars; Black Holes; galaxies; and the current understandings about the origins and the future of the universe	

ICGN 113 Plants, People and Poisons	4
Prerequisites: -	
The plant world; the way plants grow and reproduce; modern technologies used for improving agricultural methods; the basics of plant biology; the distinctions among major groups of plants; the social implications of plant use and abuse	
ICGN 114 The Scientific Approach and Society	4
Prerequisites: -	
Scientific literacy; the process of science discovery; verification, its limitation, and the influence on various disciplines; human research and animal research ethics; the critical analysis of current scientific articles; life cycle of scientific knowledge; modeling in science	
ICGN 115 Human Evolution, Diversity and Health	4
Prerequisites: -	
The Hominid evolution; primate societies; the origins of human species; the Order Primates; human distinctiveness and diversity; the scientific advancements and the human body; the scientific advancements and the modern society	
<ul style="list-style-type: none"> • ICT and Digital Literacy 	
ICGN 116 Understanding and Visualizing Data	4
Prerequisites: -	
An introduction to data analytics; roles and examples of the data-driven decision making; technology landscape; data kinds and types; data sources and collection techniques; data storage and standard formats; data processing workflow; summary from data; different types of visualization; data visualization tools	
ICGN 117 Technology behind E-Business and Digital Strategies	4
Prerequisites: -	
Landscape of technologies in the digital enterprise and e-business; internet-based staples such as web hosting, domain-name acquisition, the social media, the payment systems; electronic business models and digital strategies; emerging trends in technology; legal and ethical issues	
ICGN 118 Everyday Connectivity	4
Prerequisites: -	
The Internet, computer networks, and the World Wide Web (W3) in daily life; troubleshooting small network problems; identifying threats and avoiding dangers online; finding credible information on the Web; online communication tools, such as the social media and email, for professional branding; the basic e-business concepts and tools; the e-payment systems	
ICGN 119 Computer Essentials	4
Prerequisites: -	
Digital literacy relating to computer literacy and information literacy; the computer hardware and its general functions; the operating systems; software packages and their daily use; computer security; the ethical use of the intellectual property	

Humanities

- **Logical and Ethical Literacy**

ICGH 101 Biotechnology: from Science to Business	4
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Prerequisites: -

Biotechnology, bioethics, and the law, biotechnology and the regulatory framework, genetic testing, patenting life, biobanks and modern genomics research; genetically modified organisms; human and animal testing, bioterrorism; biological weapons laws, bio-prospecting, pharmaceutical pricing; the future of the human beings and post-humanism

ICGH 102 Famous Arguments and Thought Experiments in Philosophy 4

Prerequisites: -

An examination of the most striking argumentative moves in philosophy from Plato's Allegory of the Cave to Searle's Chinese Room and beyond; a transfer and an application of paradigmatic philosophical thinking to current open questions in politics and science

ICGH 103 Logic, Analysis and Critical Thinking: Good and Bad Arguments 4

Prerequisites: -

Basic formal tools from sentential and predicate logic; logical structures of arguments used in the everyday contexts of life; an analysis of their strengths and weaknesses; common fallacies in reasoning, including reasoning involving determining probabilities; a construction of good arguments using the principles of informal reasoning

ICGH 104 Moral Reasoning: How can we know what is good? 4

Prerequisites: -

A survey of philosophical, psychological, and scientific contributions to the understanding of moral values; a hands-on construction and an analysis of ethical argument regarding burning issues in applied ethics

ICGH 105 Technology, Philosophy and Human Kind: Where Are We Now?! 4

Prerequisites: -

An examination of major technological and scientific innovations across the globe and their effects on human life and thought; a focus on agriculture, steel, the printing press, the mechanical clock, magnifying lenses, antibiotics, electricity, steam and combustion engines, and the transistor

ICGH 106 The Greeks: Crucible of Civilization 4

Prerequisites: -

An introduction to and an overview of the philosophy and thought of Ancient Greece and its influence on contemporary civilization; theories about knowledge, propaganda, truth, art, psychology, happiness, justice, and democracy

- **Arts and Media Literacy**

ICGH 107 Contemporary Art and Visual Culture 4

Prerequisites: -

Current issues in society; the new media in art today; an analysis of images; social and historical contexts of contemporary art; creative thinking; the effects of globalization on the visual world; an investigation of broader social and cultural matters; subject matters related to ideology, gender, race, and ethnicity

ICGH 108 Creative Drawing Expression 4

Prerequisites: -

Drawing in a variety of medium; drawing as creativity; re-presenting, expressing, texturizing, sublimating, juxtaposing, appropriateness, redefining, constructing, illustrating, and describing; drawing from life: human form; developing cognitive learning skills; utilizing visual communication, the design and art principles (experimentation, exploration, application, techniques for mark making, proportion, gesture, contour, action,

weight, line, value, texture, composition); researching, interpreting, evaluating, and analysing contemporary artists; personal evaluation; personal expression

ICGH 109 Creative Thinking Through Art and Design **4**

Prerequisites: -

Combining a hands-on studio experience with demonstrations, lectures and discussions; developing creativity and gaining confidence in communicating one's own unique vision; exploring a variety of art and design mediums; understanding the elements of the visual language; implementing the creative process and creative thinking; developing individual solutions to open-ended problems

ICGH 110 Drawing as Visual Analysis **4**

Prerequisites: -

Developing creativity and cognitive learning skills; utilizing visual communication, the/a design and art principles; mark making; observing, analyzing, recording, representing plant and still life forms; practicing and applying, and using techniques for conventional pencil drawing tools (shape, form, perspective, lines, shading, value, negative space, texture, composition); scientific illustration; a realistic representational observation

ICGH 111 Media Literacy: Skills for 21st Century Learning **4**

Prerequisites: -

An integration of the media literacy, the media production, and the media ethics; accessing, analyzing, evaluating, questioning, and producing media texts; social, cultural, and political implications of the media; representations in the media; the media as political economy; the media aesthetics; the media and influence; audiences negotiating meaning

ICGH 112 Photography **4**

Prerequisites: -

An integration of visual literacy, photography techniques, and ethics; analyzing, evaluating, and authoring photographs; visual aesthetics; visual storytelling and narrative building techniques; the decisive moment; influencing audiences; maximizing the audience engagement; the ethical publications and the dissemination of photographs

ICGH 113 Moving Pictures: A History of Film **4**

Prerequisites: -

An investigation of European, American, and Asian films as art, philosophy, social commentary, and propaganda; a focus not only on techniques, styles, and technological advances but on the interpretation, comparison, and criticism

ICGH 114 The Sound of Music: Form, Emotion, and Meaning **4**

Prerequisites: -

A survey of a musical expressions and an analysis of its communicative force in light of current research; examples from a wide range of musical styles with a focus on classical music

Foreign Languages

- **German**

ICGL 101 Elementary German I **4**

Prerequisites: Placement test

Greetings, introducing oneself or others; German alphabets and phonemes; personal information, numbers from 1 – 100 and price quotations; expressing wishes, telling the time and making appointments; the quality of items, measurements; verb forms, pronouns, sentence structure, gender of nouns, accusative case and plural forms, negation

ICGL 102 Elementary German II	4
Prerequisites: Placement test or ICGL 101	
Ordering and paying for meals in a restaurant; preferences of food and drinks; giving and asking for directions; reading a map; preferences of work conditions; job advertisements; essay writing; yes/no questions, imperative forms, compound verbs, preposition with dative case, modal verbs I, German sentence bracket	
ICGL 103 Elementary German III	4
Prerequisites: Placement test or ICGL 102	
Health advice and problems, healthy and unhealthy lifestyles, events, and accidents, travel reports, curriculum vitae (CV); possessive articles in nominative, accusative and dative case, perfect tense, connectors, modal verbs II	
<ul style="list-style-type: none"> • Japanese 	
ICGL 111 Elementary Japanese I	4
Prerequisites: Placement test	
The Hiragana and Katakana characters; fundamentals of the basic Japanese grammar (noun-ending sentences, particles, demonstratives, verb-ending sentences, non-past and past tenses); scaffolding of basic vocabulary; basic communication about personal topics (self and others); the description of Japan; the design of written products in the target language; expressing existence, preferences, and agreement; comparing cultures	
ICGL 112 Elementary Japanese II	4
Prerequisites: Placement test or ICGL 111	
The Kanji characters (approximately 50); fundamentals of the basic Japanese grammar concepts (particles, verbs of giving and receiving, na-adjective-ending sentences, i-adjectives-ending sentences, non-past and past tenses, and classifiers); scaffolding of basic vocabulary; basic communication about daily life topics; the design of written products in the target language; expressing simple points of view, describing people and daily life activities; comparing cultures	
ICGL 113 Elementary Japanese III	4
Prerequisites: Placement test or ICGL 112	
The Kanji characters (approximately 50); fundamentals of the basic Japanese grammar concepts (verb conjugation (masu-form, te-form, nai-form, and dictionary form), and related sentence patterns; the polite style of speech, and the plain style of speech, particles); scaffolding of basic vocabulary; basic communication about various topics; the design of written products in the target language; expressing points of view, describing people and various activities; comparing cultures	
<ul style="list-style-type: none"> • French 	
ICGL 121 Elementary French I	4
Prerequisites: Placement test	
Fundamentals of the basic French grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); an identification and a description of French speaking countries; the design of written products in the target language; expressing existence, preferences and agreement; comparing cultures	
ICGL 122 Elementary French II	4
Prerequisites: Placement test or ICGL 121	
Fundamentals of the simple French grammar (present and future tense, adjective gender, place and agreement, more complex prepositions, more complex questions); scaffolding of simple vocabulary; simple communication about daily life topics (in France and in their country); the design of written products in the target language; expressing simply point of view, describing people and daily life activities; comparing cultures	

ICGL 123 Elementary French III**4****Prerequisites: Placement test or ICGL 122**

Fundamentals of the more complex French grammar (present and future tense, adjective gender, place and agreement, more complex prepositions, questions and past tense notions); scaffolding of more complex vocabulary; longer communication about daily life topics (in France and in their country); the design of written products in the target language; expressing point of view, describing people and daily life activities; comparing cultures

- **Chinese**

ICGL 131 Elementary Chinese I**4****Prerequisites: Placement test**

The Chinese phonetic system (Pinyin), the Chinese basic writing system (Stroke order), the Chinese characters (approximately 100) and fundamentals of the basic Chinese grammar (interrogative pronouns, particle 的“de”, Yes/No questions with 吗“ma”, demonstrative pronouns, classifiers, adverb “ye”也, “dou”都); scaffolding of basic vocabulary; basic communication about personal topics (self and others); the description of China; the design of written product in the target language; expressing existence, preferences and agreement; comparing cultures

ICGL 132 Elementary Chinese II**4****Prerequisites: Placement test or ICGL 131**

The Chinese phonetic system (Pinyin), the Chinese writing system, the Chinese characters (approximately 100); fundamental Chinese grammar concepts (interrogative pronouns, classifiers, “de” particles, “de” phrase, adverbials, the continuation of an act sentence structures and the reduplication of verbs); scaffolding of basic vocabulary; basic communication about daily life topics; the design of written products in the target language; expressing simple points of view, describing people and daily life activities; comparing cultures

ICGL 133 Elementary Chinese III**4****Prerequisites: Placement test or ICGL 132**

The Chinese phonetics (Pinyin); The Chinese characters (approximately 150); Fundamentals of the basic Chinese grammar concepts (interrogative pronouns, modal verbs, complex sentence, modal particle “le” (了), complement of state, complement of result, complement of duration); scaffolding of basic vocabulary; basic communication about various topics; the design of written products in the target language; expressing points of view, telling direction, describing oneself and other people’s abilities; comparing cultures

- **Spanish**

ICGL 141 Elementary Spanish I**4****Prerequisites: Placement test**

Fundamentals of the basic Spanish grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); an identification and a description of Spanish speaking countries; the design of written products in the target language; expressing existence, preferences and agreement; comparing cultures

ICGL 142 Elementary Spanish II**4****Prerequisites: Placement test or ICGL 141**

Fundamentals of the basic Spanish grammar (pronouns, present tense conjugation, reflexive verbs, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); an identification and a description of Spanish speaking countries; the design of written products in the TL; expressing existence, preferences and agreement; talking about daily habits

ICGL 143 Elementary Spanish III 4
Prerequisites: Placement test *or* ICGL 142
Towns, quarters and cities; directions; past experience; present perfect tense, past tense indefinido; verbs ser, estar and hay; vocabulary of places; time markers for past tense; verbs empezar a+ infinitive; verbs ir / irse

- **Thai**

ICGL 160 Introduction to Thai Language and Culture 4
Prerequisites: -
A communication in basic situations such as introducing oneself, asking for and giving directions, ordering food and drinks, asking for prices and bargaining at the same time, understanding selected topics of Thai culture in daily life

ICGL 161 Elementary Thai I 4
Prerequisites: Placement test
Listening and speaking skills on the following topics: introducing oneself, one's friend and family, basic food and drink ordering, places, directions, transportation, buying tickets, clothing items, colours, and sizes; bargaining, counting and using classifiers; reading and writing Thai consonants; vowels placed after, before, above, and below the consonants; Thai numbers; live and dead syllables

ICGL 162 Elementary Thai II 4
Prerequisites: Placement test *or* ICGL 161
Listening and speaking skills on the following topics: one's schedule, making appointments, favourite leisure activities, ordering food, drinks, and desserts with special requests; presentation of one's plan for activities during the school break; a continuation of Elementary Thai I in reading and writing skills; the consonant clusters, tone marks, words with special spelling rules, reading short paragraphs

ICGL 163 Elementary Thai III 4
Prerequisites: Placement test *or* ICGL 162
Communication of the four skills on the following topics: booking or renting accommodation, symptoms of illness and visiting a doctor; selected holidays and festivals; a presentation of a selected province in Thailand; a continuation of Elementary Thai II in reading and writing skills, writing short paragraphs and reading long passages on selected topics

International College

Social Sciences

- **Financial, Economic, Business and Entrepreneurial Literacy**

ICGS 101 Accounting for Young Entrepreneurs 4
Prerequisites: -
Fundamental accounting concepts; the basic accounting process used in small enterprises; the preparation of financial statements; the break-even analysis; business taxation

ICGS 102 Business Sustainability and the Global Climate Change 4
Prerequisites: -
A study of the role of business in the society; the basic concept of sustainability; global governance; sustainable development; social inequalities and social inclusion; environment sustainability; climate change; climate change mitigation; climate change adaptation; green marketing; business sustainability

ICGS 103 Economics in Modern Business 4
Prerequisites: -

Forces of demand and supply, elasticity, opportunity cost, market structures, pricing strategy, business enterprise, consumers' behavior; the Thai economy, the world economy, globalization and technological, profit maximizing, firm and organization, government policies, a business analysis and managerial decision-making, competitive advantage; the social media economy, innovation-based economy, digital sharing economy, aging society and dynamic business environment

ICGS 104 Essentials of Entrepreneurship 4

Prerequisites: -

Creating new businesses, capturing new markets, enhancing organizational effectiveness; entrepreneurship theories and frameworks, practices of promoting and managing start-ups; the life-cycle of an entrepreneurial venture; concept implementation, entrepreneurial pathway; the customer analysis, integrated marketing, funding, securing and managing capital, the human capital management under the disruptive environment

ICGS 105 Personal Financial Management 4

Prerequisites: -

Personal finance and investment; financial goals and planning process; financial statements and budgets; tax preparation; cash and savings management; investment planning; investing in stocks and mutual funds; making automobile and housing decisions; life insurance; protecting the property; retirement planning

ICGS 106 Fashion and Society 4

Prerequisites: -

The design elements of fashion, fashion terminology, fashion reflecting its temporal and spatial context, fashion and the development of art; fashion as a cultural expression, fashion as creativity; fashion requiring customers' approval and endorsements, fashion and consumer behaviour, fashion and consumerism, and ethical issues of fashion

ICGS 107 MICE 101 4

Prerequisites: -

An introduction to MICE industry; meetings; incentive travels; convention; exhibitions; decision-making criteria; special events; MICE event management; the venue management; logistics for MICE industry; service providers in MICE industry; standards in MICE industry; ethics for MICE

ICGS 108 Money Matters 4

Prerequisites: -

Financial issues related to money, rational choices, income and success; managing personal finances; markets and their functions; challenges in hard economic times; financial responsibility and basic money management skills

- **Global and Multicultural Literacy**

ICGS 109 American History, Film and Modern Life 4

Prerequisites: -

The history of modern America from the post reconstruction to the present; a survey history of the American political economy, society and international relations available in the modern media such as arts, film; influential thinking and writing; television channels and the social media; the state's power projection through hard and soft power; the American Innovative Industrialists; the Progressive Reformers; World War I; the Roaring Twenties; the Great Depression; Isolationism in the interwar years; Women's Suffrage; World War II; the Cold War; the Vietnam War; Racial Tensions; the Bush, Obama, Trump administrations and the future U.S. foreign policy

ICGS 110 Development and Conflicts 4

Prerequisites: -

Concepts of political and economic development; policies; production, and investment priorities; the consequences of economic transformation in poor countries; developmental failure since the 1980s; four development traps, including the conflict trap; the natural resource trap; the bad governance trap; and being landlocked with bad neighbours; solutions of how countries can achieve positive changes; the environmental and social development; the appropriateness and sustainability of the existing conventional development and growth trajectory

ICGS 111 Exploring Religions

4

Prerequisites: -

Major religions in the world, Hinduism, Buddhism, Sikhism, Chinese religions, Shinto, Judaism, Christianity, and Islam; the origins of the three religious groups, religions arising in India, China, and Japan, and of the family of Abraham; contemporary new religious developments; religious diversities present in the world

ICGS 112 Geography of Human Activities

4

Prerequisites: -

The interrelationship between humans and the spaces they create; human activities as interdisciplinary by nature; the physical and socially instructed environment people live in; human interactions shaping the human understanding of the environment; the utility of resources; the phenomena on the earth's surface related to human actions; concepts and geographical methodologies used to examine social organizations and environmental consequences

ICGS 113 Perspectives on the Thai Past

4

Prerequisites: -

The origins of the Thai people in pre-historic times to the late twentieth century; an alternative view incorporating the different regions and various ethnic groups making up present-day Thailand; key issues in Thai history; an analysis of the classics of Thai historiography; an evaluation and an interpretation of a range of primary sources dealing with the Thai past; understanding of how history is written

ICGS 114 Power, Money and Behavior of Powerful States

4

Prerequisites: -

Understanding the motives behind the inter-state relations; the increase of power, wealth and international prestige; tools states use to achieve objectives and the challenges of decision-making; foreign policies of the great power states having permanent seats and veto power on the UN Security Council; middle-power states including economically and politically advanced countries; critical issues such as nuclear weapons in North Korea; the war in Afghanistan; democratization or terrorism in failing states; and world trade; patterns and trends of foreign policy making of powerful states during the last century individually and in comparison with other states; case studies illustrating the policy decision-making to meet the contemporary international challenges

ICGS 115 Sociology in the Modern World

4

Prerequisites: -

Sociology as a field of study explaining social, political, and economic phenomena; social interactions and social organizations; sociological perspectives; methodologies and sociological insights; topics relevant to the modern world including culture, social groups, socialization process, deviance, family, religion, social inequality, gender, economic, politics, the media, and social change

ICGS 116 Power and Politics

4

Prerequisites: -

The understanding of the politics and the political systems of the current world; interactions and connections of different ideas; systems of thought and conflict in contemporary society; an analysis of political phenomenon

ICGS 117 Overcoming Stereotypes, Prejudice and Discrimination

4

Prerequisites: -

An analysis of psychological theories; psychological approaches to stereotypes, discrimination and prejudice; the emotional, behavioral and cognitive implications; the impact on our behavior and society; debiasing and metacognition

ICGS 118 Skills in Dealing with People Across Cultures 4

Prerequisites: -

The development of skills in dealing with people across cultures, covering topics such as: communication across cultures; parenting in different cultures; understanding consumers from different cultural backgrounds; emotions and motivation across cultures as well as approaches to deal with cultural diversity at work

ICGS 119 World Politics 4

Prerequisites: -

Different disciplinary perspectives on world politics; historical, geographical, anthropological, economic, and political approaches; specific regions in the world politics

ICGS 120 Global Awareness 4

Prerequisites: -

The state of the world: key facts and trends of geography, economy, society, politics and the environment; global relationships: key economic, political, and environmental relations and trends; Thailand in the world: how Thailand impacts the world, and vice versa

- **Psychological Literacy**

ICGS 121 Abnormal Colleagues: how do I make this work? 4

Prerequisites: -

The stigma of psychological issues; the fear of the workplace gossips and job security; an avoidance of getting treatment and counseling; a recognition of various disorders and devising strategies to effectively communicate and work with people; improving the workplace productivity and relationships

ICGS 122 Propaganda, Nudge Theory and Marketing: How to resist? 4

Prerequisites: -

An examination of the science behind the 'mind control' and its implementation in the current society; an investigation of real and possible counter-strategies; a detailed psychological and socio-economic analysis of subtle oppressions of human autonomy in institutional, social, political, and economic practices

Physical Education

ICGP 101 American Flag Football 1

Prerequisites: -

A ball based sport course emphasizing techniques; non-contact game play, including dodging, throwing, and catching and the development of teamwork management, communication, and terminology

ICGP 102 Badminton 1

Prerequisites: -

A racket based sport course stressing technique, strategies, grip, serving, positioning and movement; game play in both singles and doubles

ICGP 103 Basketball 1

Prerequisites: -

A ball based sport course emphasizing attentiveness, dribbling, passing, shooting, rebounding, ball control, game play, and the development of game strategies

ICGP 104 Body Fitness	1
Prerequisites: - A comprehensive course in one or more exercise techniques: strength/resistance, cardio, plyometric, stretching, high-intensity interval training, and calisthenics; to maintain health and wellness	
ICGP 105 Cycling	1
Prerequisites: - A course designed on cycling instruction for safety, fitness, riding techniques, posture, communication, knowledge of the equipment and hazards, for recreational and commuter cycling	
ICGP 106 Discover Dance	1
Prerequisites: - A dance based course of current forms and techniques in one or more categories: African/Jazz, Worldwide Dances/Latin Dances, Professional Performance Dance, Modern Dance, Hip-hop/Funk	
ICGP 107 Golf	1
Prerequisites: - A club based game course designed on developing correct grip, stance, posture, swing, and the knowledge of equipment, rules, regulations, and etiquette	
ICGP 108 Mind and Body	1
Prerequisites: - A course stressing meditation postures, techniques, movement, and breathing to achieve the positive mental state	
ICGP 109 Selected Topics in Sports	1
Prerequisites: - Learning concepts, rules and strategies through planned and structured movements by way of sport or activity to enhance a healthy lifestyle	
ICGP 110 Self Defense (Striking)	1
Prerequisites: - An external martial arts (striking) course emphasizing hard physical impact and exertion, muscular strength and tension, maximizing speed and power, through the body coordination	
ICGP 111 Self Defense (Grappling)	1
Prerequisites: - An internal martial arts (grappling) course stressing timing, awareness, precision, and techniques, using the body leverage for throwing, take downs, pins, and submissions	
ICGP 112 Soccer	1
Prerequisites: - A ball based sport course stressing alertness, ball control, including dribbling, passing, trapping, shooting, ball movement, game play, and development of strategies through drills and competitive play	
ICGP 113 Social Dance	1
Prerequisites: - A dance based social sport or activity course of choreographed movements, styles and regulations from the International Ballroom (Standard) and the International Latin dances	

ICGP 114 Swimming**1****Prerequisites: -**

A water based sport course stressing swimming techniques, breathing, and knowledge of buoyancy, propulsion, and water safety

ICGP 115 Tennis**1****Prerequisites: -**

A racket based sport course of techniques, strategy, grip, serve, game play, ball tracking, timing, shot control, through drills, live ball hitting sessions, and competition

ICGP 116 Volleyball**1****Prerequisites: -**

A ball sport course emphasizing passing, setting, serving, developing strategies, positions, game play, teamwork management, and communication



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International College