

Course Description of Travel and Service Business Entrepreneurship Program

Foundation Courses

ICME 100 English Resource Skills 0

Prerequisites: Placement test

A remedial course preparing students to read and write academic English at a level suitable for entering the Intermediate English Communication I

General Education

English Communication

ICGC 101 Academic Writing and Research I 4

Prerequisites: Placement Writing Test

An introduction to the academic writing process through the development of the writer's voice through sentencing, structure, and rhetorical devices; 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 Academic Writing and Research I

The integration of skills in academic research and writing to analyze and create persuasive compositions; techniques to identify strengths and weaknesses in argument; 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; introduction and application of techniques to inform/persuade audiences; 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; emphasis on the development of a writer's voice through sentencing, structure, and rhetorical devices; strategies for using and integrating researched sources are introduced by way of explaining theories; concepts and writing conventions

ICGC 112 Academic Writing and Research II (Advanced) 4

Prerequisites: ICGC 111 Academic Writing and Research I (Advanced)

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; utilization of advanced strategies to exploit secondary research and argumentation; 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 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

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 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

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 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

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 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

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, presentations, and occasional speeches; the development of students' abilities to express themselves confidently in a variety of academic and professional environments through impromptu and prepared speeches

ICGC 206 Literature In to Film 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

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 208 Language and Culture 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

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 a research paper on the topic

ICGC 210 First and Second Language Acquisition 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

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 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

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 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

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 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

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

ICGC 214 Literary Non-fiction 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

Exploration of creative nonfiction, a flourishing genre of writing a step away from academic work; reading of compelling, informative, and insightful but also entertaining, imaginative, and risky nonfiction work; overview of various techniques utilized within this field of writing and media; analysis and response to a variety of texts

ICGC 215 Writing for Research 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

A student-centric approach to developing research writing skills; an overview of the conventions of the world of research with an emphasis on academic honesty and academic style; use of sample papers to provide students with models to prepare effective abstracts, literature reviews, research paper outlines and short academic articles

Life Appreciation

- ICGH 113 Moving Pictures: A History of Film 4**
Prerequisites: -
An investigation of European, American and Asian film as art, philosophy, social commentary, propaganda, self-expression, well-being and social harmony; a focus not only on techniques, style and technological advances but on interpretation, comparison and criticism
- ICGH 117 Drawing as Creative Expression 4**
Prerequisites: -
Develop creativity and cognitive learning; utilize visual communication, design and art principles; experience multiple tools, techniques, medium, experimental mark making; research, analysis, observation, gesture, principles and elements of design and composition; examine, analyze, observe and reinterpret the human figure, plant and still life forms; research, interpret, evaluate, analyses contemporary artists; personal evaluation; personal expression
- ICGH 118 Photography Visualizing in the Digital Age 4**
Prerequisites: -
Basic skills and aesthetic principles of photography, how the camera works, types of cameras and digital image capture, techniques in taking pictures, in camera editing, specialized forms of photography, simple editing adjustments, the aesthetics of picture taking
- ICGH 119 Listen! Soundscapes, Well-Being and Musical Soul Searching 4**
Prerequisites: -
An examination of sound and music as sources of pleasure, aesthetic experience, well-being as well as stress; discussion of music's expressivity and the emotions it induces; cases studies linking music experience to aspects of perceptual training, personal development, public health and the appreciation of nature
- 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 108 Essentials of Culinary Science for Food Business 4**
Prerequisites: -
Changes during preparation, heating, and storage of raw materials and of finished products, foodservice and commercial packaged food industries; chemical, sensory, and nutritional natures of food, food safety concepts, changing trends and interests, legal requirements of food establishment
- ICGN 109 Food for Health 4**
Prerequisites: -
Knowledge of general human nutritional requirements; the health benefits of various foods; quality and safety of the various types of food including processing; health and nutritional value

ICGN 110	Maker Workshop	4
Prerequisites: -		
Mechanical design consideration, 3D drawing, safety in design; motion in 1 and 2 Dimension; sound and oscillation motion, mechanical properties of materials; basic electronics, circuit analysis, soldering; microcontroller, basic programming		
ICGN 112	Stargazer	4
Prerequisites: -		
Basic ideas of astronomy, astrophysics and cosmology; the progress of human understanding of the universe; the impact of scientific method on astronomical observation; the Earth & Moon; the Solar System; the lifecycle of stars; Black Holes; galaxies; and the current understandings about the origins and 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 115	Human Evolution, Diversity and Health	4
Prerequisites: -		
Changing modern society; human ability; human body; human distinctiveness; human diversity; human evolution; human health; human origins; primate diversity; scientific advancements		
ICGN 120	Chemistry of Cosmetics and Dietary Supplements	4
Prerequisites: -		
Chemistry of cosmetic products; basic sciences behind common aesthetic medical procedures; basic biochemistry of human skins; basic functioning of vitamins, minerals, and specialty supplements		
ICGN 124	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 125	Games and Learning	2
Prerequisites: -		
History of games, combinatorial games, games of chance, game theory		
ICGP 101	American Flag Football	1
Prerequisites: -		
A ball based sport course emphasizing techniques, non-contact game play, including dodging, throwing, and catching and 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 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 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 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 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: -		
External martial arts (striking) course emphasizing hard physical impact and exertion, muscular strength and tension, maximizing speed and power, through body coordination		

ICGP 111	Self Defense (Grappling)	1
Prerequisites: -		
Internal martial arts (grappling) course stressing timing, awareness, precision, and techniques, using body leverage for throws, 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 International Ballroom (Standard) and 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		
ICGS 102	Business Sustainability and the Global Climate Change	4
Prerequisites: -		
Study on 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 115	Sociology in the Modern World	4
Prerequisites: -		
Sociology as a principle for understanding the modern world, life appreciation; 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, socialization process, family, social inequality, gender relations, racism, ageism, modern media, and social change; global social problems; evaluation of societies; influencing and improving life's quality		

- ICGS 125 American History, Popular Media and Modern Life 4**
Prerequisites: -
Exploring modern American history through the lenses of popular media and the state's power projection through hard and soft power; introducing the concept of life in the roaring twenties and the Great Depression, investigating available media sources during the war time from World War I, World War II, and the Cold war; understanding historical events impacting the American life including feminist and LGBT movement, the Vietnam War, African-American civil rights movement; discussing the importance modern digital media platforms and social media
- ICGS 126 Introduction to Psychology 4**
Prerequisites: -
Human behaviour and mental functioning; the nervous system; consciousness; sensation and perception; psychogenetic, life-span development; thinking, memory, language, conditioning and learning, motivation, personality, and stress
- ICGS 127 Positive Psychology 4**
Prerequisites: -
Concepts of success; societies emphasis on financial wealth and the accumulation of material things versus the importance of having a loving family, developing rewarding relationships with friends and colleagues; career achievement and the respect of others; regularly feeling positive emotions, developing morally and spiritually, engaging in worthwhile activities; staying physically fit; success as a multi-faceted and intensely personal concept; the exploration of well-being from the field of positive psychology; developing understanding of what comprises a successful life with an emphasis on greater self-expression and overall well-being
- ICGS 128 Global Gastronomy and Cuisines 4**
Prerequisites: -
Understanding the interconnection between gastronomy, culture, society, and local and global food systems; highlighting the global food production and consumption trends; examining diverse cultures through the food and food preparation; emphasis on multicultural context in cooking practices; understanding the current trend in various healthy diets and cuisines
- ICGS 129 Tea Studies 2**
Prerequisites: -
What is tea, main tea varieties, main tea types, climatic conditions for sustainable growth of tea, important tea growing countries and regions, tea processing, tea and health, tea tasting and evaluation, tea utensils and preparation, tea and food pairing
- ICLL 100 Self Development 2**
Prerequisites: -
Life skills for 21st century workplace through learning or training activities in various topics including creativity, growth mindset, leadership, and emotional intelligence or other selected personal development activities approved by the academic advisor and Curriculum Administrative Committee

Global Citizenship

- ICGH 116 World Cinemas 4**
Prerequisites: -
An introduction, practice and an application of languages to critical thinking and analysis of key world cinema texts; principal critical methods and theoretical debates of film theory; theoretical perspectives including structuralism, semiology, Marxism, feminism, psychoanalysis, post-structuralism, and cultural studies; questions of narrative and narration, realism, formalism, modernism, postmodernism, postcolonialism, gender, sexuality, and ideology
- ICGH 120 Thai and ASEAN Cinema 4**
Prerequisites: -
An introduction, practice and an application of languages to critical thinking and analysis of Thai and ASEAN film texts; examine key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking
- ICGH 121 The End of the World? Development and Environment 4**
Prerequisites: -
An integrated and system oriented view on applied ethics with an eye on development, the environment and technology; emphasis on the intersection between the central notions of justice, nature and technology, particularly under consideration of sustainability; critical analysis of current states of affairs in terms of diverse political traditions, the history of colonialism and the dialectic between globalization and segregation; examples and cases studies include issues of public health, education, food technology, global institutionalization, energy management, the international monetary system, trade, labor migration, and violations of human rights
- ICGH 122 Introduction to Asian Philosophy 4**
Prerequisites: -
A differentiation between the main schools of Asian philosophy, including Buddhism, Hinduism, Confucianism, Taoism, Jainism, among others; summaries of foundational concepts and themes; the influences of these philosophies on the beliefs and cultures as well as the politics, economics and legal frameworks around the world
- ICGH 123 Faiths, Ecological Justice, and the Tropical Rainforests 2**
Prerequisites: -
Biological diversity; ecological justice; environmentally ethical actions; environmental justice; faiths; indigenous peoples; impacts; interconnection; interdependence; religions; religious diversity; social equity; social justice; threats; tropical rainforests
- ICGL 101 Elementary German I 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

- ICGL 102 Elementary German II 4**
Prerequisites: Placement test or ICGL 101 Elementary German I
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 Elementary German II
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
- ICGL 111 Elementary Japanese I 4**
Prerequisites: Placement test
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; basic communication about personal topics (self and others); description of Japan; designing 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 Elementary Japanese I
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; basic communication about daily life topics; designing written products in the target language; expressing simply points of view, describing people and daily life activities; comparing cultures
- ICGL 113 Elementary Japanese III 4**
Prerequisites: Placement test or ICGL 112 Elementary Japanese II
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; basic communication about various topics; designing written products in the target language; expressing points of view, describing people and various activities; comparing cultures
- ICGL 121 Elementary French I 4**
Prerequisites: Placement test
Fundamentals of basic French grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); identifying and describing French speaking countries; designing 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 Elementary French I
Fundamentals of basic French grammar (present and future tense, adjective gender, place & agreement, more complex prepositions, more complex questions); scaffolding of simple vocabulary; simple communication about daily life topics (in France and in their country); designing 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 Elementary French II
Fundamentals of more complex French grammar (present and future tense, adjective gender, place & 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); designing written products in the target language; expressing point of view, describing people and daily life activities; comparing cultures
- ICGL 131 Elementary Chinese I 4**
Prerequisites: Placement test
The Chinese phonetic system (Pinyin); the Chinese basic writing system (Stroke order); Chinese characters (approximately 100); fundamentals of basic Chinese grammar (interrogative pronouns, the 的 particle, yes/no questions with 吗, demonstrative pronouns, classifiers, adverbs 也, 都); scaffolding of basic vocabulary; basic communication about personal topics (self and others); describing China; designing written products in the target language; expressing existence, preferences and agreement; comparing cultures
- ICGL 132 Elementary Chinese II 4**
Prerequisites: Placement test or ICGL 131 Elementary Chinese I
The Chinese phonetic system (Pinyin); the Chinese writing system; Chinese characters (approximately 100); fundamental Chinese grammar concepts (interrogative pronouns, classifiers, the “的” particle, “的” phrases, adverbials, continuous action sentence structures and reduplication of verbs); scaffolding of basic vocabulary; basic communication about daily life topics; designing written products in the target language; expressing simply points of view, describing people and daily life activities; comparing cultures
- ICGL 133 Elementary Chinese III 4**
Prerequisites: Placement test or ICGL 132 Elementary Chinese II
The Chinese phonetics (Pinyin); Chinese characters (approximately 150) ; Fundamentals of basic Chinese grammar concepts (interrogative pronouns, modal verbs, complex sentences, the modal particle “le” (了), complements of state, complements of result, complements of duration); scaffolding of basic vocabulary; basic communication about various topics; designing written products in the target language; expressing points of view; telling directions; describing oneself and other people’s abilities; comparing cultures

- ICGL 141 Elementary Spanish I 4**
Prerequisites: Placement test
Fundamentals of basic Spanish grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); identifying and describing Spanish speaking countries; designing 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 Elementary Spanish I
Fundamentals of 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); identifying and describing Spanish speaking countries; designing written products in the target language; expressing existence, preferences and agreement; talking about daily habits
- ICGL 143 Elementary Spanish III 4**
Prerequisites: Placement test or ICGL 142 Elementary Spanish II
Towns, quarters and cities; directions; past experiences; 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
- ICGL 160 Introduction to Thai Language and Culture 4**
Prerequisites: -
Fundamental vocabularies and structures for various communicative situations in everyday use and introduce basic aspects of Thai culture
- 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 Elementary Thai I
Listening and speaking skills on the following topics: one's schedule, making appointments, favorite leisure activities, ordering food, drinks and desserts with special requests, presentation of one's plan for activities during school break, continuation of Elementary Thai I in reading and writing skills, consonant clusters, tone marks, words with special spelling rules, reading short paragraphs
- ICGL 163 Elementary Thai III 4**
Prerequisites: Placement test or ICGL 162 Elementary Thai II
Listening and speaking skills on the following topics: going to see the doctor, looking for a house for rent, seasons, travel and festivals

- ICGL 170 Diversities in Multilingual Societies 2**
Prerequisites: -
 Multilingual societies; cultural diversities; cross-cultural communication; Chinese-, German-, French-, Japanese, and Spanish-speaking cultures; Chinese-, German-, French-, Japanese, and Spanish languages; cultural conflicts; cultural gaps; cultural shocks; cultural discoveries; cultural awareness; cultural harmonies; foreign visitors to Thailand; working with Thai people
- ICGL 201 Pre-intermediate German I 4**
Prerequisites: ICGL 103 Elementary German III or Placement Test
 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 cases
- ICGL 202 Pre-intermediate German II 4**
Prerequisites: ICGL 201 Pre-Intermediate German I or Placement Test
 Media usage and Internet-shopping, advertisement, expressing surprise, meeting someone for the first time, country and city life, cultural capitals in Europe; direct and indirect questions, adjective without article, relative clause and pronoun, modal verb in simple past, sub-clause with als
- ICGL 203 Pre-intermediate German III 4**
Prerequisites: ICGL 202 Pre-Intermediate German II or Placement Test
 Professional biographies, job announcements, festivities and customs, emotions, movie synopsis, products and inventions; reasons with weil and denn, nominalization, preposition with dative, sub-clause with wenn and um zu, passive voice
- ICGL 211 Pre-intermediate Japanese I 4**
Prerequisites: ICGL 113 Elementary Japanese III or Placement Test
 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; basic communication about various topics; design of written products in the target language; expressing points of view, describing people and various activities; comparing cultures
- ICGL 212 Pre-intermediate Japanese II 4**
Prerequisites: ICGL 211 Pre-Intermediate Japanese I or Placement Test
 50 Kanji characters; explaining the 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

- ICGL 213 Pre-intermediate Japanese III 4**
Prerequisites: ICGL 212 Pre-Intermediate Japanese II or Placement Test
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
- ICGL 221 Pre-intermediate French I 4**
Prerequisites: ICGL 123 Elementary French III or Placement Test
Developing further knowledge of French grammar at the pre-intermediate level (present, past and future, more complex interrogative sentence, negative sentence, comparative and pronouns); scaffolding of more complex vocabulary; more complex and longer communication about personal needs, solving simple problems; interacting in predictable context topics in French; designing written products in the target language; expressing points of view, giving simple advices and interacting in daily life activities; comparing cultures
- ICGL 222 Pre-intermediate French II 4**
Prerequisites: ICGL 221 Pre-Intermediate French I or Placement Test
Extending further knowledge of French grammar at the pre-intermediate level (hypotheses and conditions, future, conditional, pronouns, direct and indirect speech, imperative and gerundive); scaffolding of more complex vocabulary; longer communication about solving problems and expressing feelings; commenting on attitudes and justifying actions in predictable context topics in French; comparing cultures
- ICGL 223 Pre-intermediate French III 4**
Prerequisites: ICGL 222 Pre-Intermediate French II or Placement Test
Developing further knowledge of French grammar at the pre-intermediate level (comparative, complex interrogative sentence, gerundive, subjunctive present in regular and irregular forms, passive voice); scaffolding of more complex vocabulary; longer communication about personal feelings, wishes and hopes; complaining and talking about difficulties, suggesting solutions; comparing cultures
- ICGL 231 Pre-intermediate Chinese I 4**
Prerequisites: ICGL 133 Elementary Chinese III or Placement Test
Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (complements of duration, expressing approximate numbers, comparative sentences, complements of quantity, exclamatory sentences); developing listening, speaking, reading and writing skills through an integrated approach; communication about various topics; comparing two cities in various aspects; comparing the seasons in China and Thailand; activities and festivals in each season; organizing a trip

- ICGL 232 Pre-intermediate Chinese II 4**
Prerequisites: ICGL 231 Pre-intermediate Chinese I or Placement Test
 Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (past experiences, complements of frequency, the structure of 是.....的, reduplication of adjectives, S-P phrases, complements of result II, simple passive sentences); developing listening, speaking, reading and writing skills through an integrated approach communication about various topics; sports or entertainment; expressing unlucky stories; describing appearance and clothes; Chinese style weddings (1)
- ICGL 233 Pre-intermediate Chinese III 4**
Prerequisites: ICGL 232 Pre-intermediate Chinese II or Placement Test
 Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (continuous actions or states, Chinese style weddings, Chinese construction quadrangles, existence emergence sentences, “把” sentence I, “把” sentence II, “被” sentence, adverb “又”); developing listening, speaking, reading and writing skills through an integrated approach; communication about various topics; travelling by airplane; Beijing Opera performances; outdoor activities; reunions with old friends
- ICGL 241 Pre-intermediate Spanish I 4**
Prerequisites: ICGL 143 Elementary Spanish III or Placement Test
 Habits; pronominal verbs; porque/para; furniture and parts of the house; appearance; family, irregular verbs in present tense; present progressive
- ICGL 242 Pre-intermediate Spanish II 4**
Prerequisites: ICGL 241 Pre-Intermediate Spanish I or Placement Test
 Leisure activities; intentions and projects; pain, discomfort and symptoms; parts of the body; vocabulary of food; ir + infinitive; present perfect; differences between ser and estar; personal pronouns for objects; verb gustar
- ICGL 243 Pre-intermediate Spanish III 4**
Prerequisites: ICGL 242 Pre-Intermediate Spanish II or Placement Test
 Past habits, customs and circumstances; past and present actions; advice, instructions (imperative); future situations and actions, conditions, hypotheses; past experience; imperfect verb tense; indefinido verb tense; present perfect verb tense; contrast of past tenses
- ICGN 126 Plant Society 2**
Prerequisites: -
 People interacting with the plant and fungal worlds; differences among cultures and the indigenous uses of medicinal, textile and food plants; the benefits, problems and social implications of their use; hands-on experiences with techniques and methods used by field scientists

ICGS 106 Fashion and Society 4

Prerequisites: -

Design elements of fashion, fashion terminology, fashion reflecting its temporal and spatial context, fashion and the development of art, fashion is a cultural expression, fashion is creativity, fashion needs customers' approval and endorsements, fashion and consumer behaviour, fashion and consumerism, and ethical issues of fashion

ICGS 111 Exploring Religions 4

Prerequisites: -

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

ICGS 112 Geography of Human Activities 4

Prerequisites: -

Global Learning Initiative class; a systematic study of patterns and processes of geography; understanding human perceptions of surroundings and alterations of the earth's surface; diversity of cultures, beliefs, and ways of life; establishing global unity and harmony; recognition of equality and respect between persons in diverse regional geographical settings; raising awareness of one's own humanity and human responsibilities; the interrelationship between humans and the spaces they create; human activity as interdisciplinary by nature; the physical and socially created environment people live in; human interactions shaping the human understanding of the environment; the utility of resources; phenomena on the earth's surface relating to human actions; concepts and geographical methodologies; examination of social organizations and environmental consequences; a broad dynamic domain reflecting such developments and issues as social bias, discrimination, and stereotyping in the contemporary world; associating a critical geographical perspective on the past, present and future achievement of the social world

ICGS 123 Tourism Concepts and Practices 4

Prerequisites: -

Exploring tourism as a geographical system approach and looking at the characteristics of tourism and the demand side first by examining driving forces shaping the strong growth of global tourism and Thailand tourism; the reasons for travelling and selecting a travel destination; examining the roles of tourism organisations both in the public and private sectors especially national tourism organisations, travel suppliers, and travel intermediaries; introducing the concept of community art event and creative tourism for promoting cultural diversity and social inclusion; and special interest tourism in Thailand

ICGS 130 Political Science 4

Prerequisites: -

The understanding of politics and political systems of the current world; interactions and connections of different ideas; systems of thought and conflict in contemporary society; analysis of political phenomenon; collecting information, organizing information, organizing in groups, analyzing information, presenting clearly and concisely on political phenomenon, state typology, political taxonomy, ideological persuasion, voting systems and outcomes

ICGS 131 Introduction to International Studies 4

Prerequisites: -

The field of international studies; interdisciplinary approaches; economic globalization; the Bretton Woods system and neoliberalism; political globalization; the United Nations system, the International Court of Justice, and Human Rights; cultural globalization; migration diaspora and transnationalism; the internet and global media; development; modernization and dependency; Global North and Global South; traditional and human security; food; health; energy; environment

ICGS 132 Career Preparation in a Globalized World 4

Prerequisites: -

Trends in national, regional and international job markets; self-assessment on career options; career plan creation; principles in business communication; job search process and tools; resume, cover letters; interview preparation and simulation; dimensions of culture

ICGS 133 Foundation of Mediterranean Cultures 4

Prerequisites: -

The Mediterranean as a source of Western culture; Egypt and the Fertile Crescent; Mohammed and the Muslim World; the Promised Land: Moses' Israel; Jesus and the birth of Christianity; Greek history and civilization; Ancient Italy; arts in Florence and Venice; Modern Italy history; Italian food; the World of Fashion in modern Italy; Italian film; Italian music

International College

Critical Thinking

ICGH 101 Biotechnology: from Science to Business 4

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 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 transistor

ICGH 106 The Greeks: Crucible of Civilization 4

Prerequisites: -

An introduction to 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

ICGH 107 Contemporary Art and Visual Culture 4

Prerequisites: -

Focusing on current issues in society as reflected in the new media utilized in art today; an analysis of images and group discussions regarding social and historical contexts of contemporary art; creative thinking skills; effects of globalization on the visual world; connections between global and local issues; an investigation of broader social and cultural matters such as ideology, gender, race, and ethnicity

ICGH 109 Creative Thinking Through Art and Design 4

Prerequisites: -

Combining hands-on studio experiences 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 to develop individual solutions to open-ended problems

ICGH 110 Drawing as Visual Analysis 4

Prerequisites: -

Developing creativity and cognitive learning skills; utilizing visual communication, design and art principles; mark making; observation, analysis, record, representational plant and still life forms; practice, application, techniques for conventional pencil drawing tools: shape, form, perspective, lines, shading, value, negative space, texture, composition; observation; scientific illustration, realistic representational observation

ICGH 115	Cinematic Languages and Its Application	4
Prerequisites: -		
An introduction, practice and an application of languages to critical thinking and analysis; examining key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking; applied knowledge to creative works; the presentation of original ideas and reflection on the craft approach		
ICGH 124	Life Drawing and Anatomy	4
Prerequisites: -		
An introduction, practice and application of observation drawing to record the human form; including key principles of composition, gesture and observation drawing techniques and design skills for static, gesture and motion poses; understanding record and identifying the anatomical make-up of the human form in muscles and skeletons; technical proficiency with suitable media for observation drawing; studio practice; hand-drawing from observations		
ICGH 125	How Can We Know What Is Good? Moral Reasoning and Behavior	4
Prerequisites: -		
A survey of philosophical, psychological and scientific contributions to the understanding of moral values and agency; hands-on construction, scrutiny and analysis of ethical argument regarding burning issues in applied ethics		
ICGH 126	Behavioral Ethics: Why Good People Do Bad Things	2
Prerequisites: -		
Foundations of behavioral ethics, assumptions of ethical decision making, process of ethical decision making, cognitive errors in ethical decision making: incrementalism, self-serving bias, tangible and abstract, loss aversion, framing, and overconfidence, social and organizational pressures in ethical decision making, situational factors in ethical decision making		
ICGN 107	The Chemistry of Everyday Life	4
Prerequisites: -		
Portable electronics; the air we breathe; radiation from the sun; climate change; energy from combustion; energy from alternative sources; water; polymers and plastics; nutrition; health and medicine; genes and life		
ICGN 111	Physics for CEO	4
Prerequisites: -		
Basic concepts of physics impacting individuals and society on a daily basis: physical quantities, Newtonian mechanics and dynamics, energy and heat, electricity and magnetism, light and sound, and the electromagnetic spectrum		
ICGN 123	The Earth's Dynamic Structure	4
Prerequisites: -		
Introducing fundamental concepts and applying general geology at the beginning level; basic concepts of physical geology, emphasizing on surficial and deep earth processes, including minerals; rocks and their formations, crustal deformation, plate tectonics; weathering and erosion, formation of landscapes, geological resources and environmental geology		

ICGN 127	Practical Mathematics	2
Prerequisites: -		
Fibonacci numbers and the golden ratio, voting and election, data interpretation, probability, cryptography, financial mathematics		
ICGS 103	Economics in Modern Business	4
Prerequisites: -		
Forces of demand and supply, elasticity, opportunity cost; market structures, pricing strategy, business enterprise, consumers behavior; Thai economy, world economy, globalization and technology, profit maximizing, firm and organization, government policies; business analysis and managerial decision-making, competitive advantage, dynamic business environment		
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 interpretation of a range of primary sources dealing with the Thai past; an understanding of how history is written		
ICGS 134	Is Democracy Good?	4
Prerequisites: -		
Democracy as a political system and a 'normal' form of governance throughout the world, especially since the transitional Third Wave of democratization ending in the 1990's; democracy as a highly contested term; forms of governance; contestations in Thailand; arguments of Thai Style Democracy; defining democracy; different forms of democracy; local perception of democracy; critical debate on the merits of democracy; functionality; theoretical and in pragmatic situations; qualitative and quantitative analysis; democratic performance		
ICGS 135	Entrepreneurial Accounting	4
Prerequisites: -		
Fundamental accounting concepts; financial statements for small enterprises; financial statement analysis; cost-volume-profit analysis; management decision making; business taxation		

Leadership

ICGN 114	The Scientific Approach and Society	4
Prerequisites: -		
Scientific literacy; the process of science discovery; verification, its limitation, and the influence in various disciplines; human and animal research ethics; the critical analysis of current scientific articles; the life cycle of scientific knowledge; modeling in science		

ICGN 128 Climate Emergency, Biodiversity Crisis, and Humanity at Risk 2

Prerequisites: -

Anthropogenic activities; biodiversity crisis; biodiversity loss; biological diversity; climate change; climate crisis; climate emergency; ecosystem functions; harmful and unsustainable practices; humanity at risk; mitigation and adaptation; threats, impacts and consequences

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, customer analysis, integrated marketing, funding, securing and managing capital, human capital management under the disruptive environment

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: identity formation and conflict; ethics and moral behavior; values and communication across cultures; culture and tourism; culture and work motivation; culture in educational institutions

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 136 Social and Health Issues in Thailand 4

Prerequisites: -

Social and health issues in Thailand; experiential learning approach; site visits to various government and non-governmental organizations; small groups work; identification of issues and characterize the factors affecting the issues; prioritization of the urgency of the issues and determination of the possible solutions; proposing action plans addressing the issues

ICGS 137 Witchcraft and Gender Representation 4

Prerequisites: -

The term "witch" used to suppress women: accusations of witchcraft to eliminate strong, assertive women; accusations of demonic or magic sources demeaning to women; European, American and African use of witch accusations to stifle women; other forms of oppression of women: the Chinese foot binding, the Indian Suttee, the African genital mutilation; the meaning of gender; gender vs sex; marginalization of women in patriarchal societies; women's rights in the contemporary world; differing concepts of women's rights; global and national enforcement of women's rights; organizations concerned with gender and women's issues: UN, ILO, etc; an application of gender rights to other genders like LGBTQ

ICGS 138 Business Event Essentials 4

Prerequisites: -

An introduction to business event industry, meetings, incentive travels, conventions, exhibitions; decision making criteria, special events, business event organization management, venue management, logistics for business event industry, stakeholders in business event industry and local community engagement, standards in business event industry, ethics for business event professionals

ICGS 139 Leadership and Change for a Global Society 4

Prerequisites: -

Concepts and practices for leadership development; developing leadership skills and challenges of change in a global society; the need, vision, initiation for change, teamwork and collaboration for the efficient management

ICLL 101 Professional Development 2

Prerequisites: -

Professional skills for 21st century workplace through learning or training activities in various topics including innovation management, start-up business, agile workplace or other selected professional development activities approved by the academic advisor and Curriculum Administrative Committee

Digital Literacy

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

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 118 Everyday Connectivity 4

Prerequisites: -

The Internet, computer networks, and the World Wide Web (W3) in the daily life and organizations; 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

ICGN 119	Computer Essentials	4
Prerequisites: -		
Developing the digital literacy relating to the computer literacy and the 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		
ICGN 129	Programming for Problem Solving	4
Prerequisites: -		
Influence and impact of computer science on everyday life and society; the problem solving process in programming: abstraction, problem decomposition, algorithms; programming basic; privacy, ethical, and legal issues related to the software development		
ICGN 130	Cryptography: The Science of Making and Breaking Codes	2
Prerequisites: -		
Classical cryptography; cryptosystems; the shift cipher, the substitution cipher, the Hill cipher, the permutation cipher, the stream ciphers; the RSA encryption; cryptanalysis		
ICGN 131	Digital Search Literacy	2
Prerequisites: -		
The Information literacy relating to search term, the evaluation of the internet site and the quality of data; use of information; the ethical use of the intellectual property; the use of computer platforms; software, online services		
ICGN 132	Digital Security and Privacy	2
Prerequisites: -		
Privacy rights of data and safeguarding personal information by the protection organizations, anonymizing of data, computer security relating to computer platforms, network, internet and smart devices; password managements and shortcomings, authentication factors and technology		
ICGN 133	E-Business: Technology and Digital Strategies	4
Prerequisites: -		
The 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 134	Introduction to Artificial Intelligence	2
Prerequisites: -		
The artificial intelligence terminology; machine learning types and techniques; guidelines for building the machine learning model; neural networks; an evaluation in the AI system; the real-world artificial intelligence; the future trends of the artificial intelligence; dangers and threats of the artificial intelligence		

ICGS 140 Fake News, Censorship and the Politics of Truth 4

Prerequisites: -

Internet and hyper news flows; patterns of information consumption; knowledge of information authenticity; socio-political effects of 'fake news'; impacts and methods of data collection; censorship and contested 'digital space', fact-checking, source evaluation and trust-building online; social power of algorithms, quantification and profiling; citizens journalism and the traditional media

ICLL 102 Skills for a Digital World 2

Prerequisites: -

Twenty-first century skills for digital economy through learning or training activities in various topics including e-Commerce, Blockchain technology, and data science, or other selected activities approved by the academic advisor and Curriculum Administrative Committee

Major Courses

Core Courses

ICTB 202 Principles of Management 4

Prerequisites: 24 credits of General Education

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

ICTB 301 People and Talent Management 4

Prerequisites: ICTB 202 Principles of Management

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 labour relation

ICTB 304 Service Management and Experience Design 4

Prerequisites: ICTB 201 Introduction to Travel and Service Businesses

Important roles of services in our economy; the nature of services and service encounters; characteristics of services; customer focus on service management; experiential design in service businesses; consumer decision model; service psychology; service strategy and competitiveness; 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

Core Courses in Travel and Service Businesses Entrepreneurship

- ICTB 201 Introduction to Travel and Service Businesses 4**
Prerequisites: 24 credits of General Education
Introduction and overview of the Travel and Service Businesses, partnership in Travel and Service Businesses, global issues in Travel and Service Businesses, dynamics of the lodging industry, hotel management and operations, the foodservice concepts, dynamics of the event industry, leisure activities in tourism and hospitality, health and wellness, and passenger transportation, introduction to the Global Code of Ethics
- ICTB 203 Consumer Behavior for Travel and Service Businesses 4**
Prerequisites: ICTB 201 Introduction to Travel and Service Businesses
Understanding a wide range of factors motivate consumers in tourism products; 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
- ICTB 204 Business Communication 4**
Prerequisites: ICGC 103 Public Speaking
Communication model; principles of business writing; business presentation; memos, emails and letters; business pitching; business negotiation dialogue; approaches of negotiation; cross-cultural communication; press release; country briefings; resume and cover letter; interview preparation; a mock interview
- ICTB 302 Business Laws for Travel and Service Businesses 4**
Prerequisites: ICTB 201 Introduction to Travel and Service Businesses
Legal principles and rules as infrastructure of legal knowledge towards the operation of travel and service businesses in the tourism and hospitality industry; encouraging legal awareness in various legal exposures and managing legal issues including developing solutions and preventive measures thereof
- ICTB 303 Digital Transformation for Travel and Service Businesses 4**
Prerequisites: ICTB 201 Introduction to Travel and Service Businesses
Introduction to information technology and digital technology, strategic thinking and digital technology, digital landscape and ecosystem, the Internet and digital tourist, social media, mobile technology, digital technology for travel business, digital technology for service business, digital technology and sustainable development, and future of digital technology for travel and service business entrepreneurship

Required Courses

- ICTB 211 Business Statistics and Data Management 4**
Prerequisites: -
Descriptive statistics; inferential statistics; normal distributions; an estimation of parameters; an analysis of variance; correlation and regression; non-parametric methods; the design of experiments; hypothesis testing; collection of data; presentation of data
- ICTB 212 Marketing for Travel and Service Businesses 4**
Prerequisites: 24 credits of General Education
What is marketing; marketing plan, marketing macro environment; direct and indirect competitors; suppliers as business partners; market segmentation and targeting; consumer behavior; using marketing information; products and services; physical existence; location; promotion mix; pricing products; marketing channels; ethical issues in marketing
- ICTB 213 Economics for Travel and Service Businesses 4**
Prerequisites: ICTB 211 Business Statistics
Principles of economics, particularly microeconomics, and applied economic concepts; assessing the socio-economic behaviors 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
- ICTB 214 Accounting for Travel and Service Businesses 4**
Prerequisites: 24 credits of General Education
Business transactions and financial statements; evolution of accounting; recording and classifying financial transactions; preparations of financial statements; characteristics of various types of accounts; accounting principles; the usefulness and limitations of accounting information
- ICTB 215 Branding Strategy and Marketing Communication Channels 4**
Prerequisites: ICTB 212 Marketing for Travel and Service Businesses
Core concept of branding strategy and the communication channels in practice both online and off-line approach; brand positioning; brand associations; understanding branding in the digital era; media planning design; IMC; digital marketing concepts and practices; content marketing; trends of the new media and branding 4.0 with sustainability and quality assessment
- ICTB 216 Sustainable Development in Travel and Service Businesses 4**
Prerequisites: ICTB 201 Introduction to Travel and Service Businesses
Concepts of tourism and sustainable development goals; sustainability affecting travel and service business; socio-cultural, environmental, economic impacts of tourism; visitor management and an interpretation for the sustainable development; creative tourism for promoting culture-based creativity and sustainability of travel and service business; concepts of community-based tourism practices for the sustainable development within a different geo-cultural context – urban and rural settings; the Global Code of Ethics

ICTB 311 Finance for Travel and Service Businesses 4

Prerequisites: ICTB 214 Accounting for Travel and Service Businesses

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

ICTB 312 Strategic Management for Travel and Service Businesses 4

Prerequisites: 100 credits

Entrepreneurial and strategic issues in management; formulation and analysis of strategies; relationship between strategies and organisational structures; strategic thinking and managing change and the similarities and differences in strategies between sectors in relation to travel and service businesses; crisis and risk handling; ethics in business

ICTB 313 Business Research and Data Analysis for Travel and Service Businesses 4

Prerequisites: 100 credits

Foundation for a solid research based solution approach to issues as present in the travel and service businesses; to understand a range of approaches to the issues as derived from the academic literature to apply specific theoretical frameworks; to provide design of experiments; collection of data; presentation of data; analysis of current trends in research industry; analyse the research results and supply a range of solutions

ICTB 314 Revenue Management in Travel and Service Businesses 4

Prerequisites: 100 credits

The concepts of revenue management; ingredients of effective revenue management; roles of revenue manager and related department; key performance index used in revenue management; market segmentation and channel distribution in revenue management; market and competitive intelligence; benchmarking and competitive set; price & value; economics in revenue management; demand forecasting; revenue management techniques in travel and service business; market dynamic

ICTB 315 Entrepreneurship and Business Plan Development 4

Prerequisites: 100 credits

Evaluate new business ideas; financial statements and ratios; formulate a business strategy for the new venture; careful market selection and positioning of products; compose a business plan; effectively communicate and sell new business concepts

Major Elective Courses
Hotel Management Module

ICTB 321 Room Division Operation Management 4

Prerequisites: -

Understanding of front office operations and management in a hotel; presenting a systematic approach to front office procedures by detailing the flow of business through a hotel from the reservations process to check-out and account settlement; examining the various elements of effective front office management paying particular attention to the planning and evaluation of front office operations to human resources management; studying front office procedures and management within the context of the overall operation of a hotel; management of housekeeping duty within one's own establishment; supervision and training of staff scheduling; using different cleaning agent; safety within the work environment; housekeeping technology and legendary quality service standards

ICTB 322 Facility Management for Hotel Operations 4

Prerequisites: -

An overview of hotel facilities and hotel departments in charge, operating costs of facilities; types and characteristics of the major building system; sustainable management for hotel facilities; hotel renovation needs; provision and maintenance of hotel information technology systems; workload planning for facilities operations; health, safety and security concerns for facilities operations; relationship between the facilities management and the operation management

ICTB 323 Hospitality Facilities Design 4

Prerequisites: -

Understanding fundamental of the hospitality facility design and layout emphasizing different types of lodging in the perspectives of managements and owners; understanding different types of hospitality facilities; basic understanding of architectural plan reading and specifications; how to communicate with professional designers; exploring flow patterns and relationships among functional areas, facilities, service and management (using bubble diagram); hospitality space design: guestroom design; understanding phases in the planning and design process; recognizing possible key factors, theme or concept, and trends influencing hospitality facilities design in terms of the investment

ICTB 324 Hotel Business Development and Management 4

Prerequisites: ICTB 321 Room Division Operation Management or ICTB 322 Facility Management for Hotel Operations

The hotel business development; location selection; legal and tax issues; the business project development plan; an overview of the front and back of the house operations management; expansion and managing multi-unit lodging property; risk and crisis management; understanding and managing the internal stakeholders (i.e. owners, managers, employees, management companies, franchisers); engagement of external stakeholders including customers, suppliers, competitors, local communities and intermediaries (i.e., distribution channels); proactive and reactive approaches responding to the changing factors of the macroenvironment (i.e., political, economic, socio-cultural, environmental, technological and legislative factors)

Food & Restaurant Management Module

ICTB 331 Culinary Operation Management 4

Prerequisites: -

Planning and operating food and beverage productions in quantity food settings; various methods of food preparations; ingredients and culinary terminology; reading and evaluating menus; developing recipe conversions and costing skills; examining different production schemes and product flow; designing the kitchen layout; using and taking care of equipment; service techniques; procurement management, and the cost control

ICTB 332 Baking and Pastry Business 4

Prerequisites: -

Basic theory and skill sets used throughout the field of baking and pastry; using hand tools and equipment found in a bakeshop; exploring the baking and pastry ingredients and their functions; describing of the major methods such as beating, blending, creaming, cut in and folding; understanding the course materials by tasting and evaluating products created in class; identifying and selecting quality grains, fruits, vegetables, thickening agents, nuts and seeds, dairy products, baking spices, eggs and egg products, flours, chocolates, fats, and oils used in the baking field; business of baking and pastry

ICTB 333 Gastronomy Exploration and Food's Experiences 4

Prerequisites: -

Understanding the contexts of gastronomy related to food and culture, where the food experiences are related to several dimensions; understanding the gastrodiploamacy strategies to support from "Farm to the World" and "Thai Kitchen to the World Kitchen Campaign"; Thai food popularity leading to food tourism destination; exploring the relationships of Thai food from the supply side to the demand side; tourist's engagement in a different food supply chain with sustainable development; Discussin Thai food story; understanding the background of food culture and heritage of Thailand in relation to history, indigenous groups, religions and the geographical analysis

ICTB 334 Restaurant Marketing and Branding Strategies 4

Prerequisites: -

Describing the various forms of the restaurant business; discussing about advantages and disadvantages of each form of business; understanding the major elements of marketing and branding strategies; defining the concept of branding and its value in marketing and promotions; examining the relationship between the sales promotion and the marketing program; planning and implementing marketing and branding program for a specific restaurant operation

ICTB 335 Restaurant Business Planning and Operations 4
Prerequisites: ICTB 331 Culinary Operation Management or ICTB 332 Baking and Pastry Business

Understanding factors to consider when planning a menu; describing how the menu influences every dimension of the food service operations; listing menu types commonly used in the foodservice operations; selecting an appropriate type of menu for a foodservice business; calculating food cost; discussing various menu pricing strategies; creating an appealing menu for increasing sale; basics of the restaurant design; food safety and sanitation; achieving legal safety and sanitation requirements

Tourism Management Module

ICTB 341 Travel Guide and Interpretation 4
Prerequisites: -

A series of means for the travel communication; duties and responsibilities of tour guides; legal requirements for tour guiding; principles of tour guiding; understanding cultural sensitivity; definition of interpretation; significance of interpretation; principles of interpretation; thematic interpretation; different types of interpretation; concept of creating visitor experiences; essential knowledge of cultural heritage in Thailand, especially during Ayutthaya to the Bangkok Modernity Period, including a field work held at outstanding tourist attractions in Bangkok; the role of influencers in the travel communication; blogging and sharing the travel information

ICTB 342 Tourism Package Management and Business 4
Prerequisites: -

Crucial relationships of various tour business components such as transportation, lodging, dining, sightseeing, attractions and shopping; understand different types of tour operators as well as basic types of organizational structures; identify tour distribution channels and appreciate the ways in the destination research, development, and supply negotiations; the role of online travel agency (OTA); device and develop tour itinerary planning and understand how to strategically price the tour, specific communications strategies of tour operators; the application of digital marketing tool; understand the three major functions of tour operations: pre-tour operation, tour execution, and post-tour phase and last appreciation; an administration of tour operation and its environment

ICTB 343 Online Travel and Service Business 4
Prerequisites: -

Understanding roles of the online travel and service business in the tourism system; opportunities and challenges of online travel and service business; the value chain of online travel and service business; digital solutions for travel and service business; Online Travel Agency (OTA) and online intermediary business; the Global Distribution System (GDS) functionality; online distribution channels; the OTA business model; customer relationship management for OTA

ICTB 344 Wine Studies and Wine Tourism 4

Prerequisites: Age above 20

Viticulture; viniculture; old world and new world wine; still wines; sparkling wines; fortified wines; sweet wines; food and wine pairing; wine business; principles of wine tourism; motivations of wine tourists; attracting wine tourists; marketing plan

ICTB 345 Cultural Heritage Studies for Entrepreneurship 4

Prerequisites: -

The importance of culture and tourism entrepreneurship; to recognize the socio-cultural complexities of the cultural heritage tourism; a working relationship between UNESCO World Heritage sites and local tourism economies; to develop sustainable development in cultural heritage sites; to plan immersive experiences for interpretation and reconstruction of heritage sites

Event Management Module

ICTB 351 Event Planning and Operation 4

Prerequisites: -

Event industry overview; event architecture; event feasibility; event product development; event proposal; budgeting and monitoring; contracts and collaborations; supply chain management; team management; risk management; site selection and management; onsite coordination; event evaluation

ICTB 352 Event and Experience Design 4

Prerequisites: -

Understanding an overview of event design; the formation and construction of experience; key design of experience; the relationships between event interaction and experience; the relationships between communication and event design; conceptualization and planning; process of event design operations; entertainment design; designing sustainable event; involving technology in event to enhance experience; evaluating event design; event design in consideration of event legacy; Identifying and finding current and examine future trends in event design

ICTB 353 Event Business Stakeholders Engagement 4

Prerequisites: -

Understanding overall picture and detailed engagement of event business stakeholders' connection, collaboration and competition (3Cs) including events' target business sectors, target audiences; Destination Management Company (DMC); Professional Convention Organizer (PCO); Professional Exhibition Organizer (PEO); venue (i.e., exhibition/convention center, hotel, multi-purpose facility, unusual venue); supporting infrastructure (i.e, Convention and Visitor Bureau (CVB), international associations, domestic associations), communities, and service providers

Internship

ICTB 291 Internship I

8

Prerequisites: 70 credits

Providing hands-on experience and practical opportunity on hotel operation of four departments which are front office, housekeeping, food and beverage and kitchen; providing hotel and service related basic knowledge and skill in four departments; grooming the interns on formality, professionalism, attitude and team work aspects so as to build a competitive advantage as a quality hotelier

ICTB 491 Internship II

8

Prerequisites: Final trimester only

Work experience at a hospitality / tourism / event-related organization; gaining 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 understanding 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 you successfully; developing interpersonal and technical skills, as well as competencies necessary for successful completion of your 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 you to plan your future



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