

Bachelor of Management Program in International Hospitality Management (International Program)

1. Code and Program Title

In Thai	หลักสูตรการจัดการบัณฑิต สาขาวิชาการจัดการบริการนานาชาติ (หลักสูตรนานาชาติ)
In English	Bachelor of Management Program in International Hospitality Management (International Program)

2. Title of Degree and Field of Study

In Thai	Full Title	การจัดการบัณฑิต (การจัดการบริการนานาชาติ)
	Abbreviation	กจ.บ. (การจัดการบริการนานาชาติ)
In English	Full Title	Bachelor of Management (International Hospitality Management)
	Abbreviation	B.M. (International Hospitality Management)

3. Major Subject (If Applicable) –

4. Career Opportunities after Graduation

Career opportunities after graduation

- 1) Students will be able to work in private sectors relating to international hospitality industry with focuses on hotel and restaurant, as well as starting their own small and medium business. Set skills and knowledge gained from the curriculum also allow students to have opportunities in other service related business including airline, cruise, spa and hospital.
- 2) Under elective choices, students will be able to work in private/public sectors relating to tourism and event businesses, as well as starting their own small and medium business in tourism. Set skills and knowledge gained from some fundamental courses and elective courses in the curriculum also allow students to have opportunities to pursue tourism related careers namely tour guide, tour operators/agencies, jobs in tourism organisations such as Tourism Authority of Thailand, event organizers or jobs in event organisations such as Thailand Convention and Exhibition Bureau (TCEB).
- 3) Since students are trained for a basic research method course, both on qualitative and quantitative approaches, they are applicable to work in a research field or for market research companies in relation to areas of hospitality and tourism industry.

5. Total Credits Required

No less than 183 credits

Note: If students are placed into the 'Advanced Track' for their General Education requirement in English Communication, 4 credits of General Education in English Communication will be waived.

6. Program Structure

1) Foundation Courses	Non-credit
2) General Education Courses	39 credits
- English Communication	16 credits
- Natural Sciences	8 credits
- Humanities	4 credits
- Social Sciences	8 credits
- Physical Education	3 credits
3) Specific Courses	112 credits
- Core Courses	32 credits
- Major Required Courses	40 credits
- Major Elective Courses	20 credits
- Foreign Language Elective Courses	20 credits
4) Free Electives	8 credits
5) Internship Courses	24 credits

Foundation Courses

Non-credit

ICID 100	Freshman Seminar	0
ICME 100	English Resource Skills	0

Note I: All students must take ICID 100 Freshman Seminar, a non-credit course.

Note II: Students whose English placement is below ICGC 101 Academic Writing and Research I are required to take ICME 100 English Resource Skills and pass the course with the grade of "S" before moving to ICGC 101 Academic Writing and Research I.

General Education Courses no less than **39 credits**
English Communications **16 credits**

ICGC 101	Academic Writing and Research I	4
ICGC 102	Academic Writing and Research II	4
ICGC 103	Public Speaking	4
ICGC 111	Academic Writing and Research I (Advanced)	4
ICGC 112	Academic Writing and Research II (Advanced)	4

ICGC 201	Global Realities	4
ICGC 202	Literary Analysis	4
ICGC 203	Creative Writing	4
ICGC 204	Advanced Oral Communication	4
ICGC 205	Linguistics	4
ICGC 206	Literature Into Film	4
ICGC 207	Diverse English Speaking Cultures	4
ICGC 208	Language and Culture	4
ICGC 209	The Story of English	4
ICGC 210	First and Second Language Acquisition	4
ICGC 211	Topics in Comparative Literature A: Poetry	4
ICGC 212	Topics in Comparative Literature B: The Short Story and the Novel	4
ICGC 213	Topics in Comparative Literature C: Drama	4

Note I: All students are required to take the first three courses (12 credits) in the General Education requirement for English without interruption beginning in their first trimester of enrollment. Students may then select any 200+ level English courses to complete their final 4 credits.

Note II: Students whose English placement is below ICGC 101 Academic Writing and Research I are required to take ICME 100 English Resource Skills and pass the course with the grade “S” before moving to ICGC 101 Academic Writing and Research I.

Note III: Based on their achievement on the essay portion of the MUIC entrance exam, some students may be placed into the ‘Advanced Track’ for their General Education requirement in English. These

students will be required to complete only 12 credits in English: ICGC 111 and ICGC 112 in order, and finally, any 200+ level English courses.

Natural Sciences

8 credits

ICGN 102	Essential Mathematics	4
ICGN 103	Essential Statistics	4

Humanities

4 credits

ICGH 102	Famous Arguments and Thought Experiments in Philosophy	4
ICGH 103	Logic, Analysis and Critical Thinking: Good and Bad Arguments	4
ICGH 104	Moral Reasoning: How can we know what is good?	4
ICGH 105	Technology, Philosophy and Human Kind: Where Are We Now?!	4

Note I: International Hospitality Management Major students can choose one subject among the four listed subjects.

Social Sciences

8 credits

ICGS 104	Essentials of Entrepreneurship	4
ICGS 106	Fashion and Society	4
ICGS 107	MICE 101	4
ICGS 108	Money Matters	4
ICGS 110	Development and Conflicts	4
ICGS 112	Geography of Human Activities	4
ICGS 118	Skills in Dealing with People Across Cultures	4
ICGS 120	Global Awareness	4

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

Note I: *Students can choose two subjects among the listed above.*

Physical Education

3 credits

ICGP 101	American Flag Football	1
ICGP 102	Badminton	1
ICGP 103	Basketball	1
ICGP 104	Body Fitness	1
ICGP 105	Cycling	1
ICGP 106	Discover Dance	1
ICGP 107	Golf	1
ICGP 108	Mind and Body	1
ICGP 109	Selected Topics in Sports	1
ICGP 110	Self Defense (Striking)	1
ICGP 111	Self Defense (Grappling)	1
ICGP 112	Soccer	1
ICGP 113	Social Dance	1
ICGP 114	Swimming	1
ICGP 115	Tennis	1
ICGP 116	Volleyball	1

Specific Courses**110 credits****Core Courses****32 credits****- Core Courses in Management**

ICHI 201	Principles of Management	4
ICHI 301	People and Talent Management	4
ICHI 302	Service Management	4

- Core Courses in International Hospitality Management

ICHI 202	Introduction to Hospitality and Tourism Industry	4
ICHI 203	Business Communication	4
ICHI 204	Digital Technology for Hospitality Industry	4
ICHI 205	Consumer Behavior for International Hospitality Management	4
ICHI 206	Laws and Ethics for Hospitality and Tourism	4

Required Courses**40 credits**

ICHI 211	Hospitality and Tourism Managerial Economics	4
ICHI 212	Accounting for International Hospitality Management	4
ICHI 213	Principles of Marketing	4
ICHI 311	Sustainable Development in Hospitality and Tourism	4
ICHI 312	Crisis and Risk Management for Hospitality Industry	4
ICHI 313	Hospitality Branding and Marketing Communications	4

ICHI 314	Finance for International Hospitality Management	4
ICHI 411	Revenue Management for Hospitality Industry	4
ICHI 412	Entrepreneurship and Strategic Management for International Hospitality Management	4
ICHI 413	Research Methods for International Hospitality Management	4

Major Elective Courses

20 credits

- Elective courses - Hospitality

ICHI 221	Culinary Arts	4
ICHI 321	Lodging Property Management	4
ICHI 322	Hospitality Facilities Design	4
ICHI 323	Front Office Management	4
ICHI 324	Housekeeping Management	4
ICHI 325	Food and Beverage Management	4
ICHI 326	Spa and Health Resort Management	4

- Elective courses - Tourism

ICHI 331	Tour Guiding and Heritage Interpretation	4
ICHI 332	Tour Package Management	4
ICHI 333	Wine Studies and Wine Tourism	4

ICHI 334	Airline Management	4
ICHI 335	Social Media Management for Tourism Business	4
ICHI 336	Cultural Heritage Management	4
ICHI 337	Tourism in ASEAN Countries	4

- Elective courses - Event

ICHI 341	Event Management Fundamentals	4
ICHI 342	Event Project Management	4
ICHI 343	Sport Event Management	4
ICHI 344	Special Topics	4

Foreign Language Elective Courses

20 credits

- Japanese for Hospitality and Tourism Industry Module

ICHL 101	Japanese I for Hospitality and Tourism Industry	4
ICHL 102	Japanese II for Hospitality and Tourism Industry	4
ICHL 103	Japanese III for Hospitality and Tourism Industry	4
ICHL 104	Japanese IV for Hospitality and Tourism Industry	4
ICHL 105	Japanese V for Hospitality and Tourism Industry	4
ICHL 106	Japanese VI for Hospitality and Tourism Industry	4
ICHL 107	Japanese VII for Hospitality and Tourism Industry	4

ICHL 108	Japanese VIII for Hospitality and Tourism Industry	4
ICHL 109	Japanese IX for Hospitality and Tourism Industry	4
ICHL 110	Japanese X for Hospitality and Tourism Industry	4
ICHL 111	Japanese XI for Hospitality and Tourism Industry	4

- Chinese for Hospitality and Tourism Industry Module

ICHL 121	Chinese I for Hospitality and Tourism Industry	4
ICHL 122	Chinese II for Hospitality and Tourism Industry	4
ICHL 123	Chinese III for Hospitality and Tourism Industry	4
ICHL 124	Chinese IV for Hospitality and Tourism Industry	4
ICHL 125	Chinese V for Hospitality and Tourism Industry	4
ICHL 126	Chinese VI for Hospitality and Tourism Industry	4
ICHL 127	Chinese VII for Hospitality and Tourism Industry	4
ICHL 128	Chinese VIII for Hospitality and Tourism Industry	4
ICHL 129	Chinese IX for Hospitality and Tourism Industry	4
ICHL 130	Chinese X for Hospitality and Tourism Industry	4
ICHL 131	Chinese XI for Hospitality and Tourism Industry	4

- French for Hospitality and Tourism Industry Module

ICHL 141	French I for Hospitality and Tourism Industry	4
ICHL 142	French II for Hospitality and Tourism Industry	4

ICHL 143	French III for Hospitality and Tourism Industry	4
ICHL 144	French IV for Hospitality and Tourism Industry	4
ICHL 145	French V for Hospitality and Tourism Industry	4
ICHL 146	French VI for Hospitality and Tourism Industry	4
ICHL 147	French VII for Hospitality and Tourism Industry	4
ICHL 148	French VIII for Hospitality and Tourism Industry	4
ICHL 149	French IV for Hospitality and Tourism Industry	4
ICHL 150	French X for Hospitality and Tourism Industry	4
ICHL 151	French XI for Hospitality and Tourism Industry	4

- German for Hospitality and Tourism Industry Module

ICHL 161	German I for Hospitality and Tourism Industry	4
ICHL 162	German II for Hospitality and Tourism Industry	4
ICHL 163	German III for Hospitality and Tourism Industry	4
ICHL 164	German IV for Hospitality and Tourism Industry	4
ICHL 165	German V for Hospitality and Tourism Industry	4
ICHL 166	German VI for Hospitality and Tourism Industry	4
ICHL 167	German VII for Hospitality and Tourism Industry	4
ICHL 168	German VIII for Hospitality and Tourism Industry	4

ICHL 169	German IX for Hospitality and Tourism Industry	4
ICHL 170	German X for Hospitality and Tourism Industry	4
ICHL 171	German XI for Hospitality and Tourism Industry	4

- Spanish for Hospitality and Tourism Industry Module

ICHL 181	Spanish I for Hospitality and Tourism Industry	4
ICHL 182	Spanish II for Hospitality and Tourism Industry	4
ICHL 183	Spanish III for Hospitality and Tourism Industry	4
ICHL 184	Spanish IV for Hospitality and Tourism Industry	4
ICHL 185	Spanish V for Hospitality and Tourism Industry	4
ICHL 186	Spanish VI for Hospitality and Tourism Industry	4
ICHL 187	Spanish VII for Hospitality and Tourism Industry	4
ICHL 188	Spanish VIII for Hospitality and Tourism Industry	4
ICHL 189	Spanish IX for Hospitality and Tourism Industry	4
ICHL 190	Spanish X for Hospitality and Tourism Industry	4
ICHL 191	Spanish XI for Hospitality and Tourism Industry	4

Note I: Students are required to take five sequential courses in one of the foreign languages. Courses level placement is based on the results of placement exam given by MUIC.

Internship Courses

24 credits

Course Code	Course Title	Credits
ICHI 391	Internship I (Hotel Operation)	12
ICHI 491	Internship II	12

Free Electives

8 credits

Students can take any courses offered by Mahidol University and Mahidol University International College as a free elective course with an approval of the advisor.



Mahidol University
International College