



Course Details for the Study Abroad Program

Academic Year 2022

Faculty of Hospitality and Tourism
Prince of Songkla University, Phuket Campus
Phuket, Thailand

With more than 20 years of experience in offering international programs within Hospitality Tourism Management the Faculty of Hospitality and Tourism (FHT), Prince of Songkla University (PSU), Phuket Campus is an internationally recognized faculty with a reputation for excellence in teaching and research specifically in the areas of hospitality, tourism, and business.

Our friendly campus is situated on the beautiful island of Phuket, one of the world's most suitable and adequate locations for hospitality and tourism studies. Phuket is a welcoming and supportive place to come as an international exchange student.



Semester Dates:

Semester 2:

Orientation: To be confirmed

Classes and exams: 3rd January 2023 – 4th May 2023

Qualification:

Students are required to have a minimum TOEIC score of 500 or equivalent.

Registration

Exchange/study abroad students may choose to enroll in any of the subjects listed below, provided that their chosen subjects DO NOT overlap in their study timetable or exam timetable. We will consider special exam arrangement for exam clashes only if you provide official written proof by your home university that taking these subjects are compulsory to your study abroad program. Please note, we CANNOT arrange for you to undertake three exams in one day regardless of the reason. In addition, students are advised to choose a minimum of 4 and a maximum of 6 subjects per semester.

The subject list provided may be subject to change. Please note the courses marked asterisk (*), which indicate that they are offered to international students only but there may be some Thai students, who may register for these courses as their free electives. Students who register for all other subjects will have the opportunity to study with local students. Subjects marked double asterisks (**) are free-elective subjects. They are offered to local students as well as international students but are subject to change or may be cancelled due to low demand and may not be offered if there are less than 10 students registered.

Students may change their course selection within the first week of the semester, provided that there are available seats. In addition, students may choose to enroll in other language courses offered by the Faculty of International Studies, such as Chinese and Japanese for an additional cost of 6,000 Baht per course.

Credit Transfer

Exchange students are advised to consult with their home university as to which courses offered at FHT, PSU can be transferred back to their home university. This is the responsibility of your home university and NOT FHT.

At FHT, PSU, credits are awarded on a semester basis. Each semester has 15 weeks of lectures and 2 weeks of final examinations. Each curriculum course typically has 3 credits which include 45 lecture hours or equivalent, 90 hours self-study, 6 hours examinations

and expected 12 hours of exam preparation. In total, this equals to 153 study hours per course. Some courses may require additional business visits or field trips.

Students are expected to carry out, and keep a record of, independent studies, exercises, group work activities, business visits, quizzes and examination preparation, in addition to attending lectures.

In addition, PSU considers a student a full-time student if his/her schedule totals 12 or more credits per semester.

Normally, FHT/PSU credit courses are transferred as 5.5/6 ECTS credits at European universities. Please confirm this with your university before departure as each university is different in the amount of ECT offered.



Grading System

การประเมินผลรายวิชาเป็นระดับคะแนนหรือสัญลักษณ์ (GRADING SYSTEM)

ระดับปริญญาตรี (UNDERGRADUATE)	ระดับบัณฑิตศึกษา (GRADUATE)
A : ดีเยี่ยม (EXCELLENT) 4.0	A : ดีเยี่ยม (EXCELLENT) 4.0
B+ : ดีมาก (VERY GOOD) 3.5	B+ : ดีมาก (VERY GOOD) 3.5
B : ดี (GOOD) 3.0	B : ดี (GOOD) 3.0
C+ : ปานกลางหรือพอใช้ (FAIRLY GOOD) 2.5	C+ : ปานกลางหรือพอใช้ (FAIRLY GOOD) 2.5
C : พอใช้หรือปานกลาง (FAIR) 2.0	C : พอใช้หรือปานกลาง (FAIR) 2.0
D+ : อ่อน (POOR) 1.5	D+ : อ่อน (POOR) 1.5
D : อ่อนมาก (VERY POOR) 1.0	D : อ่อนมาก (VERY POOR) 1.0
E : ตก (FAIL) 0.0	E : ตก (FAIL) 0.0
G : ผลการศึกษาอยู่ในขั้นดี (DISTINCTION)	P : ผลการศึกษาเป็นที่น่าสนใจ
P : ผลการศึกษาอยู่ในขั้นพอใช้ (PASS)	S : ผลการศึกษาเป็นที่พอใจ (SATISFACTORY)
F : อ่อนมากหรือผลการศึกษาอยู่ในขั้นตก (FAIL)	U : ผลการศึกษาไม่เป็นที่พอใจ (UNSATISFACTORY)
S : ผลการศึกษาเป็นที่พอใจ (SATISFACTORY)	N : ผลการศึกษาไม่เป็นที่พอใจ
U : ผลการศึกษาไม่เป็นที่พอใจ (UNSATISFACTORY)	W : การถอนรายวิชาโดยได้รับอนุมัติ (WITHDRAWN WITH PERMISSION)
W : ถอนหรือยกเลิกการลงทะเบียนเรียน (WITHDRAWN)	X : ผลการศึกษาอยู่ในขั้นดีเด่น หรือ ผลการศึกษาอยู่ในระดับคะแนนดีเด่น (EXCELLENT)
R : เลื่อนกำหนดการวัดและประเมินผลไปเป็นภาคการศึกษาถัดไป (DEFERRED)	

Contact Persons

Mr. Colin Gallagher

Assistant to the Dean for International
Affairs and Student Development

Faculty of Hospitality and Tourism

Prince of Songkla University, Phuket
Campus

Email: colin.g@phuket.psu.ac.th

Website: www.fht.psu.ac.th

Mr. Krittabhas Khwanyuen

Deputy Dean for Academic and International
Affairs

Faculty of Hospitality and Tourism

Prince of Songkla University, Phuket Campus

Email: krittabhas.k@phuket.psu.ac.th

Website: www.fht.psu.ac.th



Subjects Offered in Academic Year 2022

Semester 2 January Intake (Draft)

No.	Subject Code	Subject Title	Credits
1	801-101	Principles of Marketing	3(3-0-6)
2	801-102	Economics for Hospitality and Tourism	3(3-0-6)
3	801-206	Intercultural Communication	3(3-0-6)
4	801-208	Process Innovation for Service Sector	3(3-0-6)
5	801-211	Corporate Governance and Social Responsibility of Business	3(3-0-6)
6	801-212	Customer Relationship Management	3(3-0-6)
7	801-302	Business Finance	3(3-0-6)
8	801-309	Innovation Project for Service Sector	3(3-0-6)
9	801-312	Business Research	3(3-0-6)
10	802-109	Business Event Management	3(3-0-6)
11	802-301	Seminar on Contemporary Issues in the Hospitality and Tourism	2(2-0-4)
12	803-102	Introduction to Aviation Industry	2(2-0-4)
13	803-103	Sustainable Environmental Management in Tourism	2(2-0-4)
14	803-302	Modern Tourism Project management	2(2-0-4)
15	803-305	Natural and Cultural Heritage Tourism management	2(2-0-4)
16	810-114	Thai Arts and Culture	3(2-3-4)
17	812-151	Basic Thai Communication I*	3(2-2-5)
18	818-206	Service Quality Management and Auditing	3(3-0-6)
19	818-312	Incentive Travel and Special Event Management	3(3-0-6)
20	818-409	International Finance*	3(3-0-6)
21	818-410	International Business*	3(3-0-6)
22	818-411	International Economics*	3(3-0-6)

Remarks:

1. The subject list may be subject to change.
2. * subjects offered only to exchange students but there might be some full-time students, who may register for these courses as their free electives.
3. ** elective subjects offered to full-time students as well as exchange students but are subject to change or may be cancelled due to a low demand.

Course Description

803-302	Modern Tourism Projects Management	2(2-0-4)
	Theoretical and practical knowledge integration of business administration and travel agency and tour operator business management to business operations through a project; seminar about contemporary issues affecting the tourism industry	
803-305	Natural and Cultural Heritage Tourism Management	2(2-0-4)
	Knowledge of the natural and cultural tourism management; operation management of natural and cultural attractions; principles and processes of tourism business management related to protection, conservation and sustainable use for tourism; laws related to the natural and cultural tourism business and various factors that will affect the operations of natural and cultural tourism and field trip studies	
801-312	Business Research	3(3-0-6)
	Understanding and recognition of values and techniques of research necessary for effective decision-making; ability to recognize and objectively criticize existing research methodologies; developing and conducting either qualitative or quantitative research including problem identification and definition, scope of study, research design, sampling, data collection, data analysis using statistical analysis, discussion of findings, recommendation for further research in the service sector	

- 818-206 Service Quality Management and Auditing 3(3-0-6)**
- Service quality theories; importance, principles and processes of service quality management and the application to the hotel business; service quality measurement methods and issues; principles and process of service quality audit and its application to the hotel business
- 802-109 Business Event Management 3(3-0-6)**
- Concepts, definition and components of business events; size, types and overview of business events such as Meetings, Incentives, Conferences, Exhibition (MICE) and other types of business events; importance of the event industry at both national and international levels; the functions of key stakeholders in the industry, application of creativity in event design; specific skills and steps required in event planning including logistics, marketing, operations and evaluation of business event management
- 802-301 Seminar on Contemporary Issues in the Hospitality and Tourism 2(2-0-4)**
- Seminar on Issues affecting the hospitality and tourism industry, exploration of the issues utilizing various strategies and multi-disciplinary approach; discussion and interpretation of multiple perspectives with an emphasis on critical thinking, strategic decision-making, risk management, and the formulation of innovative solution business as well as emerging business models to serve the ever changing hospitality and tourism industry
- 818-312 Incentive Travel and Special Event Management 3(3-0-6)**
- Incentive travel of employee or customers as a tool to increase company's sales; logistics management, transportation, destination selection, marketing, theme setting, program designing, the planning and design of special events and other elements; roles of destination management companies and other ground operators, and the relationship between clients and the incentive travel companies
- 801-309 Innovation Project for Service Sector 3(3-0-6)**
- Creating and refining new ideas; administration process to stipulate innovation from creativity, value added procedure or how to transform innovation to business enterprise in service sector; project planning and implementation; defining contingency plan, monitoring and evaluating the project

- 810-114 Thai Arts and Culture 3(2-2-5)**
 Meaning and scope of Thai arts and culture; classifications of Thai arts and culture; studies of Thai arts and culture, visual arts, sculptures, architecture, Thai handicrafts, Thai literature, Thai classical music and performing arts, festivals and traditional events, Thai cuisine and desserts
- 801-206 Intercultural Communication 3(3-0-6)**
 Theory relating to intercultural communication and its application in face-to-face and online communication with people from diverse backgrounds; own cultural identities and interactions with others; tourist and consumer behavior; cultures around the globe, examination of the interactions of values, beliefs, traditions and identities with particular emphasis towards high and low context cultures and how people see time differently; approaches to cultural conflict and resolutions and culture shock;. The Iceberg Model of culture; perspectives of lives and people and building capacity to adapt to a changing world by exploring perceptual differences
- 803-103 Sustainable Environmental Management in Tourism 2(2-0-4)**
 Environmental factors affecting and interacting with hospitality and tourism organizations; facilities planning and development; organizational ethics in environmental preservation; management of both regenerative and non-regenerative natural resources; economic, social and cultural environmental considerations, sustainable environmentally-friendly hospitality and tourism business management concept
- 812-151 Basic Thai Communication I 3(2-2-5)**
 An introduction to characters, the writing system and pronunciation; basic grammar and vocabulary; numbers and counting; simple greetings; talking about oneself, and familiar things; making simple conversations focusing on daily life, introducing oneself, shopping, and etc.
- 801-101 Principles of Marketing 3(3-0-6)**
 Scope of marketing and marketing tasks; marketing concepts and tools; classifications and analysis of consumer behavior in different types of market; analysis of marketing environment and competition; development of market offerings to fit the new economy

- 801-302 Business Finance 3(3-0-6)**
Operational and strategic financial problems, allocation of funds; cost of capital and financial structure; financial information system; financial structure; policy determination and analysis of the financial environment
- 818-409 International Finance 3(3-0-6)**
Implementation of new monetary theories applicable in international finance, aspects of financial markets; and strategies of risk management in the international finance
- 818-410 International Business 3(3-0-6)**
Fundamentals of international business in a dynamic global environment, key issues facing international business today, different dimensions of business environment in a global arena including culture dimensions, trade and investment theories, global financial management, global marketing and supply chain management
- 818-411 International Economics 3(3-0-6)**
Basic concept in international economics, theory of international trade and specialization, international term of trade, international trade policy, balance of trade and balance of payments and foreign exchange market
- 801-211 Corporate Governance and Social Responsibility of Business 3(3-0-6)**
Relationship, impact, and responsibility of business organizations towards their stakeholders, including investors, management, labor, suppliers, customers, consumers, communities, government, civil sector, environment, and society at large; the role, duty, and accountability of the board and management on sustainability of business, environment and society through fairness and stakeholder engagement from establishing a broader scope of corporate governance mechanisms, embedding responsibility in core business practice, to integrating responsibility in the development of competitive strategy

801-212 Customer Relationship Management

3(3-0-6)

The concept of customer services; analysis of problems and issues related to the service mix, service-level decision, formulation of service policies, customer service management, development of customer service staff, training, and evaluation; discussion of customer information, customer surveys and suggestions, handling of complaints and adjustments; techniques for dealing with difficult and dissatisfied customers, dissemination of information, maintenance, technical service, and the development of customer relationship management system

801-208 Process Innovation for Service Sector

3(3-0-6)

Implementation of theory, statistical data and mathematical tools for problem solving and decision making in service sector; application of innovation to problem solving or efficiency enhancement for business in service sector; analysis for decision making; operation systems, forecasting techniques, systems design and development, productivity improvement in process

803-102 Introduction to Aviation Industry

2(2-0-4)

Knowledge of aviation industry; basic knowledge of airplanes, airports and flight, usage of airline and airport operations; the history of airline industry, airport and air traffic control

801-102 Economics for Hospitality and Tourism

3(3-0-6)

Principles and theory of both micro and macro level economics, analyzing the demand supply and elastic, consumption, markets, national income, income distribution and unemployment; applications of cases in hospitality and tourism industry

