

**Subjects Offered in Academic Year 2022**

**Semester 2 January Intake (Draft)**

<b>No.</b>	<b>Subject Code</b>	<b>Subject Title</b>	<b>Credits</b>
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**

<b>801-101</b>	<b>Principles of Marketing</b>	<b>3(3-0-6)</b>
	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	
<b>801-102</b>	<b>Economics for Hospitality and Tourism</b>	<b>3(3-0-6)</b>
	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	
<b>801-206</b>	<b>Intercultural Communication</b>	<b>3(3-0-6)</b>
	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	

- 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
- 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
- 801-302 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

- 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
- 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
- 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
- 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

- 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
- 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
- 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
- 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.

- 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
- 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
- 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
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