

Bachelor of Arts Program in Hospitality Industry

(Revised Curriculum 2023)

Major : Hotel and Restaurant Management

Possible Careers offer Graduation :

- Guide and Tour Guides
- Travel agency operations department
- Ticketing and ticketing staff
- Airline Staff
- Airport receptionist
- Tour Operator

Curriculum Credits :

Not less than 120 credits

Study 3 years for coursework (not summer Semester)

Internship 4 months

Language :

Thai and English

Course :

General Education	24	credits
Field of Specialization	90	credits
- Core Courses	24	credits
- Major	54	credits
- Internship	12	credits
Free Electives	<u>6</u>	credits
Total	<u>120</u>	credits

Core Courses 24 credits

- Introduction to Hospitality Industry
- Consumer Behavior and Cross Cultural Communication
- Service Psychology and Customer Relationship Management
- Human Resources Management in Hospitality Business
- Innovation and Digital Technology for Hospitality Industry
- Personality Development in Hospitality Industry
- Marketing for Hospitality Industry in Digital Era
- Logistics for Hospitality Industry

Major 54 credits

- Meetings, Incentives, Conventions and Exhibitions (MICE)
- Hotel Operation and Management
- Housekeeping Operation and Management
- Front office and Room Division Operation and Management
- Food and Beverage Service and Operation
- Kitchen Management
- Accounting and Finance for Hospitality Industry
- Food and Beverage Management and Cost Control
- Issues and Trends in Hospitality Industry
- Survey and Research for Hospitality Industry
- Bar and Beverage Operation and Management
- Culinary of Thai Food and Thai Dessert
- Laundry and Linen Room Management
- Service Quality Management for Hospitality Industry
- English for Hotel and Restaurant Management 1

- English for Hotel and Restaurant Management 2
- English for Hotel and Restaurant Management 3
- English for Hotel and Restaurant Management 4

Internship 12 credits

- Hospitality Industry Operation 1
- Hospitality Industry Operation 2
- Cooperative and Work Integrated Education

Free Electives 6 credits

- Planning and Creative for Hospitality Industry
- Restaurant Operation