

Bachelor of Business Administration Program in Tourism and Hotel

CURRICULUM STRUCTURE

(Total credit not less than 145 credits)

1. General Education (GE) Courses	30 Credits
GE Compulsory Courses	27 credits
1.1 Languages	9 Credits
1501101 English for Communication in Daily Life	3 Credits
1501102 Applied Conversational English	3 Credits
1501103 Thai for Communication	3 Credits
1.2 Humanities and Social Sciences	9 Credits
2001101 The Beauty of life	3 Credits
2001102 King's Philosophy	3 Credits
<ul style="list-style-type: none"> ▪ Choose to study at least 3 credits in the GE courses in the group of Humanities and Social Sciences. 	3 Credits
1.3 Science, Mathematics, and Technology	9 Credits
4001101 Mathematics and Science for Life-Solving	3 Credits
4001102 Science for Life	3 Credits
4001103 Digital Literacy	3 Credits
GE Elective Courses	3 Credits
1.4 Choose to study the GE elective courses according to different subject groups that is not the same as the courses that have been studied before, not less than 3 credits.	3 Credits

2. Specific Courses	109 Credits
Core Courses	18 credits
3621101 Introduction to Business Operation	3 Credits

3562004	Human Resource Management	3 Credits
3542403	Marketing Management	3 Credits
3623117	Principle of Accounting for Tourism and Hotel Businesses	3 Credits
3623118	Information Technology for Tourism and Hospitality	3 Credits
3591101	Principle of Economics	3 Credits
Compulsory Professional Foundation Courses		21 Credits
3621202	Tourism Industry	3 Credits
3621204	Personality Development for Service Businesses	3 Credits
3621205	Tourism Resources	3 Credits
3621206	Thai History for Tourism	3 Credits
3622207	Tourist Behaviors and Cross-Cultural Communication	3 Credits
3623214	Guiding Principles	3 Credits
3623232	Professional Codes of Ethics and Laws Related to Tourism and Hotel Businesses	3 Credits
Compulsory Major Courses		33 Credits
3621203	Hotel Management	3 Credits
3622308	Tourism Business Management	3 Credits
3622309	Front Office Management	3 Credits
3622310	Housekeeping Management	3 Credits
3622311	Food and Beverage Service Management	3 Credits
3623312	Restaurant and Catering Management	3 Credits
3623313	Planning and Sustainable Tourism Development	3 Credits
3622315	Logistics for Tourism	3 Credits
3623316	Community-Based Tourism Management	3 Credits
3624333	Operation and Management of Travel Agency	3 Credits
3624346	Research Methodology in Tourism and Hospitality	3 Credits
Major Elective Courses		15 Credits
<ul style="list-style-type: none"> ▪ Every Students of Tourism and Hotel choose to study from the following major elective courses, not less than 15 credits. 		

3624334	Culture Tourism	3 Credits
3624335	Agriculture Tourism	3 Credits
3624336	Creative Tourism Management	3 Credits
3624337	Meetings, Incentives, Conventions, Exhibitions (MICE	3 Credits
3624338	Health Tourism	3 Credits
3624339	Elephant Management for Tourism	3 Credits
3624340	Cafe and Bakery Entrepreneurship	3 Credits
3624341	Bar and Beverage Management	3 Credits
3624342	Local Food Management	3 Credits
3624343	Community-Based Accommodation Business Management	3 Credits
3624344	Aesthetics for Hotel	3 Credits
3624345	Service Design and Quality Management for Hotel	3 Credits
Courses of Foreign Languages for Professional Courses		15 Credits
<ul style="list-style-type: none"> ■ Compulsory Foreign Languages for Professional Courses 		9 Credits
3622319	English for Tourism	3 Credits
3622320	English for Hotel	3 Credits
3623321	English for Tour Guide	3 Credits
<ul style="list-style-type: none"> ■ Elective Courses of Foreign Languages for Professional (Choose to study from the following foreign languages for professional courses, not less than 6 credits.) 		6 Credits
3623322	English for Tourism Personnel	3 Credits
3623323	English for Presentation	3 Credits
3622324	Chinese for Tourism Business	3 Credits
3622325	Chinese for Hospitality Business	3 Credits
3623326	Cambodian for Tourism Business	3 Credits
3623327	Cambodian for Hospitality Business	3 Credits
3623328	Vietnamese for Tourism Business	3 Credits
3623329	Vietnamese for Hospitality Business	3 Credits

3623330	Laos for Tourism Business	3 Credits
3623331	Laos for Hospitality Business	3 Credits
Internship / Cooperative Education		7 Credits
3624347	Preparation for Professional Experience in Tourism and Hotel	2 credits (90 hours)
3624349	Internship in Tourism and Hotel	5 Credits (450 hours)
Or		
3624348	Pre-Cooperative Education in Tourism and Hotel	1 Credit (45 hours)
3624350	Cooperative Education in Tourism and Hotel	6 Credits (540 hours)

3. Free Elective Courses	6 Credits
<ul style="list-style-type: none"> ▪ Choose to study any course from the curriculum of Surindra Rajabhat University without repeating any courses that have previously taken, not less than 6 credits. 	6 Credits