

Program Learning Outcomes (PLO) – GHAE69		
PLO	Thai Description	English Translation
PLO1	ตัดสินใจและแก้ไขปัญหาได้อย่างเหมาะสมตามบริบทธุรกิจการบริการ การบินและอีเวนท์ ระดับสากล โดยใช้แนวคิดของผู้ประกอบการ	Make Decision and solve problem appropriately in global hospitality, airline and events management contexts by applying entrepreneurial mindset
PLO2	ให้บริการที่เกี่ยวข้องกับธุรกิจบริการ การบินและอีเวนท์ โดยใช้เทคโนโลยีดิจิทัลตามมาตรฐานวิชาชีพในบริบทสากล	Delivery services related to hospitality, airline, and events business by utilizing digital technologies in accordance with professional standards in a global context
PLO3	สื่อสารและประสานงานในธุรกิจการบริการ การบริการการบินและอีเวนท์ระดับสากลให้เป็นไปตามหลักการการบริการ	Communicate and coordination in the global hospitality, airline, and events business in accordance with principles of service.
PLO4	แสดงออกถึงคุณธรรม จริยธรรมและความรับผิดชอบต่อสังคมในบริบทของการดำเนินงาน ธุรกิจบริการ การบริการการบิน และอีเวนท์	Demonstrate ethical behavior and social responsibility in the context of conducting hospitality, airline and events business operations.
PLO5	แสดงความเป็นผู้นำและแสดงความสามารถในการทำงานร่วมกับผู้อื่น ในอุตสาหกรรมบริการ การบิน และอีเวนท์ระดับสากล ได้อย่างมีประสิทธิภาพภายใต้บริบทที่มีความหลากหลายทางวัฒนธรรม	Demonstrate leadership and the ability to work effectively with others in global hospitality, airline, and event industries within a culturally diverse environment.

Learning Outcome Level / ระดับผลลัพธ์การเรียนรู้		
Code	Level (EN)	Description (TH)
I	Introduced	ความรู้เบื้องต้นและการประเมินเบื้องต้น
R	Reinforced	ความรู้ลึกซึ้งขึ้น / เรียนย้ำในวิชานั้น และประเมินความรู้
P	Practiced	ประเมินความสามารถในการนำความรู้ไปใช้ / ปฏิบัติ
M	Mastery	ประเมินระดับความชำนาญในด้านความรู้ หรือการปฏิบัติ

Bachelor of Business Administration in Global Hospitality, Airline and Event Management (International Program) Curriculum Mapping

Course Code	Course Title	Credits	PLO1	PLO2	PLO3	PLO4	PLO5
Academic Year 1, Semester 1							
95710169	Principles of Hospitality, Tourism and MICE Management	3 (3-0-6)	I		I	I	I
Academic Year 1, Semester 2							
95710269	Principle of Economics	3 (3-0-6)	I	I			
95710369	Consumer Behavior for Hospitality, Airline and Event Management	3 (3-0-6)	I		I		I
95710469	Room Division Management	3 (3-0-6)	R	I			I
Academic Year 2 , Semester 1							
95720569	Exploring Global Tourism Destination	3 (3-0-6)	I	R		I	
95720669	Business Communication for Hospitality, Airline and Event Management	3 (2-2-5)		P	P		R
95720769	Digital Marketing for Hospitality, Airline and Event Management	3 (3-0-6)	R			R	R
95720869	Food and Beverage Management and Operation	3 (2-2-5)		P	P		P
Major Elective Course 1 (Choose 1 course code)							
95722169	Front Office Management	3 (2-2-5)		P	P		R
95724069	MICE Management	3 (3-0-6)		R	R		R
95724769	Introduction to Airline Business	3 (3-0-6)		R	R		R
Academic Year 2 , Semester 2							
95720969	Introduction to Data Analytics	3 (3-0-6)	R	R	R		
95721069	Accounting and Finance for Hospitality, Airline and Event Management	3 (3-0-6)	R	R		R	
95721169	Information Technology for Hospitality, Airline and Event Management	3 (3-0-6)	R			R	
Major Elective Course 2 (Choose 1 course code)							
95722269	Kitchen Operation	3 (2-2-5)		P	P		P
95723269	Tour Planning and Operation	3 (2-2-5)		P	P		P
95724169	Event Design and Management	3 (3-0-6)		R	R	R	R

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Course Code	Course Title	Credits	PLO1	PLO2	PLO3	PLO4	PLO5
95724869	Cabin Operations and Service Management	3 (2-2-5)		P	P		P
Major Elective 3rd Language for Career Development 1 (Choose 1 course code)							
95725369	Chinese for Career Promotion 1	3 (2-2-5)	I		I		
95725669	Japanese for Career Promotion 1	3 (2-2-5)	I		I		
95725969	German for Career Promotion 1	3 (2-2-5)	I		I		
Academic Year 3 , Semester 1							
95731269	Sustainable Management in Hospitality, Airline and Event	3 (3-0-6)	P			P	
95731369	Cultural Diversity for Hospitality, Airline and Event Management	3 (3-0-6)	P			P	P
95731469	Designing and Managing Hospitality, Airline and Event Experiences	3 (3-0-6)	P	P		P	
95731569	Professional Ethics and Laws for Hospitality, Airline and Event Management	3 (3-0-6)	P			P	
Major Elective Course 3 (Choose 1 course code)							
95732369	Food and Beverage Cost Control	3 (3-0-6)	P	P		P	
95732769	Fundamental for Bakery	3 (2-2-5)	P	P			P
95734269	Marketing and Sponsorship for Event	3 (3-0-6)	P	P	P	P	
95733369	Principles of Tour Guiding	3 (2-2-5)		P	P		P
95734969	Airport Management	3 (3-0-6)	P		P	P	
95733469	Health Tourism and Spa Business	3 (3-0-6)	P	P		P	
95733769	Special Topics in Hospitality Management	3 (3-0-6)	P		P		P
Major Elective 3rd Language for Career Development 2 (Choose 1 course code)							
95735469	Chinese for Career Promotion 2	3 (2-2-5)	R		R		
95735769	Japanese for Career Promotion 2	3 (2-2-5)	R		R		
95736069	German for Career Promotion 2	3 (2-2-5)	R		R		
Academic Year 3 , Semester 2							

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Course Code	Course Title	Credits	PLO1	PLO2	PLO3	PLO4	PLO5
95731669	Human Resources and Talent Management	3 (3-0-6)	P		P		P
95731769	Strategic Management for Hospitality, Airline and Event Management	3 (3-0-6)	P			P	P
95731869	Research Methodology for Hospitality, Airline and Event Management	3 (3-0-6)	P		P	P	
Major Elective Course 4 (Choose 1 course code)							
95732469	Restaurant Management	3 (2-2-5)		P	P		P
95732569	Hotel Sales and Revenue Management	3 (3-0-6)		P	P		P
95734369	Logistics for Event Management	3 (3-0-6)		P	P		P
95734469	Food Design and Catering for Event	3 (2-2-5)		P	P		P
95735069	Airline Safety Management	3 (3-0-6)		P	P		P
95733569	Coastal and Marine Tourism Management	3 (3-0-6)	P			P	
95733669	Cruise Business Management	3 (3-0-6)		P	P		P
95732869	International Cuisine	3 (2-2-5)		P		P	P
95732969	Housekeeping Management	3 (2-2-5)		P		P	P
95733069	Food and Beverage Service	3 (2-2-5)		P		P	P
Major Elective 3rd Language for Career Development 3 (Choose 1 course code)							
95735569	Chinese for Career Promotion 3	3 (2-2-5)	P		P		
95735869	Japanese for Career Promotion 3	3 (2-2-5)	P		P		
95736169	German for Career Promotion 3	3 (2-2-5)	P		P		
Academic Year 4 , Semester 1							
95741969	Seminar on Hospitality, Airline and Event Management	3 (2-2-5)	M		M	M	M
95742069	Entrepreneurship in Hospitality, Airline and Event Business	3 (2-2-5)		M	M		M
95746269	Pre-Cooperative and Work-Integrated Education	1 (0-2-1)	M		M	M	
Major Elective Course 5 (Choose 1 course code)							

**Bachelor of Business Administration in Global Hospitality, Airline and Event Management (International Program)
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Course Code	Course Title	Credits	PLO1	PLO2	PLO3	PLO4	PLO5
95742669	Hotel Business Planning and Development	3 (3-0-6)		M	M	M	M
95744569	Event Project Management	3 (2-2-5)		M	M	M	M
95745169	Airline Customer Service	3 (3-0-6)		M	M	M	M
95743169	Managerial Accounting for Hospitality Business	3 (3-0-6)	M			M	M
95743869	International Field Course	3 (0-9-6)		M	M	M	M
95743969	Internship in Hospitality Business	3 (0-9-6)		M	M		M
95744669	Internship in Event Business	3 (0-9-6)		M	M		M
95745269	Internship in Airline Business	3 (0-9-6)		M	M		M
Academic Year 4 , Semester 2							
95746369	Cooperative Education and Work Integrated Learning	6 (0-18-9)	M	M	M	M	M