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 BURAPHA UNIVERSITY | INTERNATIONAL COLLEGE
 WISDOM OF THE EAST



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) IN GLOBAL HOSPITALITY AIRLINE AND EVENT MANAGEMENT



“

Shaping global professionals in hospitality, airline, and event management with innovation, creativity, and sustainable mindset

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**GLOBAL HOSPITALITY AIRLINE
AND EVENT MANAGEMENT TEAM**

GHAE



DR. KRITA-ORN

CHAIRPERSON



MS. HATAIPAT

INSTRUCTOR



**ASST. PROF.
DR. SIRIPORN**

INSTRUCTOR



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MR. KITJA

ACADEMIC OFFICER

Program Overview

The premier Bachelor of Business Administration in Global Hospitality, Airline, and Event Management (GHAE) at Burapha University International College represents the future of the dynamic service and tourism sectors. This cutting-edge, fully English-taught program is meticulously crafted to transform ambitious students into visionary global business leaders.

To ensure graduates are fully equipped for real-world challenges, the course focuses on a perfect blend of theory and practical training in the hospitality industry, airline, and event management. Rather than relying solely on textbook study, students are deeply immersed in the core pillars of the global service economy:

- **Hospitality Management :** Mastering the art and science of exceptional service. From strategic business planning and room division operations to delivering world-class culinary and guest experiences, the curriculum builds the foundational expertise required to run premium hotel and resort operations seamlessly.
- **Airline Management:** Taking ambitions to the skies. The program delves deep into the fast-paced aviation sector, providing a comprehensive understanding of flight and ground operations, passenger experience design, and the strategic management needed to thrive in modern global aviation.
- **Event Management:** Crafting unforgettable experiences. Learners master the meticulous logistics, innovative marketing, and flawless execution required to bring large-scale international events, corporate conferences (MICE), and global festivals to life.

This comprehensive curriculum future-proofs careers by bridging the gap between classroom excellence and industry demands. By combining an immersive academic experience—featuring state-of-the-art simulations and collaborative business projects—with a transformative 16-week professional internship, knowledge is applied directly within elite professional settings.

Strategically aligned with rapidly growing global economic and aviation sectors, the GHAE program builds essential 21st-century competencies, agile problem-solving, and cross-cultural communication. It provides a dynamic academic journey that empowers future professionals to innovate, thrive, and confidently lead in the fast-paced global digital economy. A limitless global career starts right here.

Degree Offered

Bachelor of Business Administration (B.B.A.)
(Global Hospitality, Airline and Event Management) (International Program)

Career Paths

1. Service Entrepreneur (Operating a private business in the service sector, such as restaurants, cafés, hostels, or tourism-related service businesses.)
2. Hospitality Career Path
 - Front Desk Officer / Guest Service Agent
 - Customer Experience Management Officer
 - Assistant Outlet Manager (Restaurant or Bar)
 - Banquet Coordinator
 - Customer Service Training Support Officer
 - Sales Executive – Corporate / Leisure
 - Public Relations Officer (Hotel)
3. Aviation & Airline Services Career Path
 - Flight Attendant
 - Ground Staff / Airport Service Agent
 - Airline Customer Service / Ticketing Officer
4. Event Management and MICE Career Path
 - Event Assistant / Junior Event Planner
 - MICE Coordinator (Meetings, Incentives, Conferences, and Exhibitions)

Program Learning Outcomes (PLOs)

PLO1: Make Decision and solve problem appropriately in global hospitality, airline and events management contexts by applying entrepreneurial mindset.

PLO2: Deliver services related to hospitality, airline and events business by utilizing digital technologies in accordance with professional standards in a global context.

PLO3: Communicate and coordination in the global hospitality, airline and events business in accordance with principles of service.

PLO4: Demonstrate ethical behavior and social responsibility in the context of conducting hospitality, airline and events business operations.

PLO5: Demonstrate leadership and the ability to work effectively with others in global hospitality, airline and event industries within a culturally diverse environment.

Curriculum Structure

Curriculum Structure for 4 years program requires not less than 121 credits, comprising the following element

1. General Education Course	not less than 24	credits
2. Professional Course	91	credits
2.1 Major Course	84	credits
2.1.1 Major Requirement Course	60	credits
2.1.2 Major Elective Course	24	credits
2.1.2.1 Specific Interest Course	15	credits
2.1.2.2 3rd Language for Career Development	9	credits
2.2 Cooperative and Work-Integrated Education	7	credits
3. Free Elective Course	not less than 6	credits

Course List

1. General Education Course

not less than 24 credits

Module 1 Language for Communication

12 credits

95110169	English for Academic Purposes 1	2(2-0-4)
95110269	English for Academic Purposes 2	2(2-0-4)
95110369	English for Listening and Speaking	2(2-0-4)
95110469	English Academic Writing 1	2(2-0-4)
95110569	English Academic Writing 2	2(2-0-4)
95110669	English Standard Test Preparation	2(2-0-4)
95110769	English for Collegiate Life	3(2-2-5)
95110869	English for Workplace	3(2-2-5)
95120069	Chinese Communication 1	3(3-0-6)
95120169	Chinese Communication 2	3(3-0-6)
95120269	Chinese Communication 3	3(3-0-6)
95120369	Korean Communication for Everyday Use 1	3(3-0-6)
95120469	Korean Communication for Everyday Use 2	3(3-0-6)
95120569	Japanese Communication for Everyday Use 1	3(3-0-6)
95120669	Japanese Communication for Everyday Use 2	3(3-0-6)
95120769	Vietnamese Communication for Everyday Use 1	3(3-0-6)
95120869	Vietnamese Communication for Everyday Use 2	3(3-0-6)
95120969	Bahasa Indonesia Communication for Everyday Use 1	3(3-0-6)
95121069	Bahasa Indonesia Communication for Everyday Use 2	3(3-0-6)
95121169	French Communication for Everyday Use 1	3(3-0-6)
95121269	French Communication for Everyday Use 2	3(3-0-6)
95121369	German Communication for Everyday Use 1	3(3-0-6)
95121469	German Communication for Everyday Use 2	3(3-0-6)
95121569	Spanish Communication for Everyday Use 1	3(3-0-6)
95121669	Spanish Communication for Everyday Use 2	3(3-0-6)
95121769	Thai Communication for Everyday Use 1	3(3-0-6)
95121869	Thai Communication for Everyday Use 2	3(3-0-6)
95121969	Art of Thai Listening	3(3-0-6)
95122069	Art of Thai Speaking	3(3-0-6)
95122169	Art of Thai Reading	3(3-0-6)
95122269	Art of Thai Writing	3(3-0-6)
95122369	Fundamental of Thai Poetry Writing	3(3-0-6)

Course List

Module 2 Wellbeing, Work Life Harmony and Global Citizenship	6 credits
95130169 Wellness and Nutrition	2(1-2-3)
95130269 Mindfulness for Sustainable Happiness	2(1-2-3)
95130369 DEI for Success	2(1-2-3)
95130469 Art Therapy and Appreciation	2(1-2-3)
95140169 Design Thinking for Creative Problem Solving	2(1-2-3)
95140269 Professional Presentation and Storytelling	2(1-2-3)
95150169 Next-Gen for SDGs	2(1-2-3)
95150269 Sci-Tech for Future Sustainability	2(1-2-3)
95150369 Thai Arts and Architecture	3(3-0-6)
95150469 Global Understanding	3(3-0-6)
95150569 Global Business Leadership Camp 1	2(0-4-2)
95150669 Global Business Leadership Camp 2	1(0-2-1)
95150769 Self-Development for Wellbeing, Work Life Harmony and Global Citizenship	2(0-4-2)
95150869 Global Experience	3(2-2-5)
Module 3 Sustainable Transformational Entrepreneurship	6 credits
95160169 Fundamental of Sustainable Entrepreneur	2(1-2-3)
95160269 Financial Management for Non-Financer	2(1-2-3)
95160369 Investment and Risk Management for Entrepreneur	2(1-2-3)
95160469 Innovative Food Entrepreneur	2(1-2-3)
95160569 Logistics Management for Non-Logistician	2(1-2-3)
95160669 Entrepreneurship Camp	1(0-2-1)
95160769 Fundamental for Startup	1(1-0-2)
95170169 Technology and AI Literacy for Working and Lifelong Learning	2(1-2-3)
95170269 Fundamental of Business Mathematic and Computational Technology	2(1-2-3)
95170369 Fundamental of Digital Art and Design	2(1-2-3)
95170469 Basic Digital Photography	2(1-2-3)
95170569 Digital Technology for Creative Design	2(1-2-3)
95170669 Product and Package Design	2(1-2-3)
95170769 Self-Development for Entrepreneurship in the Age of Artificial Intelligence	2(0-2-4)

Course List

2. Professional Course	91 credits
2.1 Major Course	84 credits
2.1.1 Major Requirement Course	60 credits
95710169 Principles of Hospitality, Tourism and MICE Management	3(3-0-6)
95710269 Principle of Economics	3(3-0-6)
95710369 Consumer Behavior for Hospitality, Airline and Event Management	3(3-0-6)
95710469 Room Division Management	3(3-0-6)
95720569 Exploring Global Tourism Destination	3(3-0-6)
95720669 Business Communication for Hospitality, Airline and Event Management	3(2-2-5)
95720769 Digital Marketing for Hospitality, Airline and Event Management	3(3-0-6)
95720869 Food and Beverage Management and Operation	3(2-2-5)
95720969 Introduction to Data Analytics	3(3-0-6)
95721069 Accounting and Finance for Hospitality, Airline and Event Management	3(3-0-6)
95721169 Information Technology for Hospitality, Airline and Event Management	3(3-0-6)
95731269 Sustainable Management in Hospitality, Airline and Event	3(3-0-6)
95731369 Cultural Diversity for Hospitality, Airline and Event Management	3(3-0-6)
95731469 Designing and Managing Hospitality, Airline and Event Experiences	3(2-2-5)
95731569 Professional Ethics and Laws for Hospitality, Airline and Event Management	3(3-0-6)
95731669 Human Resources and Talent Management	3(3-0-6)
95731769 Strategic Management for Hospitality, Airline and Event Management	3(3-0-6)
95731869 Research Methodology for Hospitality, Airline and Event Management	3(3-0-6)
95741969 Seminar on Hospitality, Airline and Event Management	3(2-2-5)
95742069 Entrepreneurship in Hospitality, Airline and Event Business	3(2-2-5)

Course List

2.1.2 Major Elective Course **24 credits**

2.1.2.1 Specific Interest Course **15 credits**

Tourism, Hospitality, and Restaurant Service Management Course

95722169	Front Office Management	3(2-2-5)
95722269	Kitchen Operation	3(2-2-5)
95732369	Food and Beverage Cost Control	3(3-0-6)
95732469	Restaurant Management	3(2-2-5)
95732569	Hotel Sales and Revenue Management	3(3-0-6)
95742669	Hotel Business Planning and Development	3(3-0-6)
95732769	Fundamental for Bakery	3(2-2-5)
95732869	International Cuisine	3(2-2-5)
95732969	Housekeeping Management	3(2-2-5)
95733069	Food and Beverage Service	3(2-2-5)
95743169	Managerial Accounting for Hospitality Business	3(3-0-6)
95723269	Tour Planning and Operation	3(2-2-5)
95733369	Principles of Tour Guiding	3(2-2-5)
95733469	Health Tourism and Spa Business	3(3-0-6)
95733569	Coastal and Marine Tourism Management	3(3-0-6)
95733669	Cruise Business Management	3(3-0-6)
95733769	Special Topics in Hospitality Management	3(3-0-6)
95743869	International Field Course	3(0-9-6)
95743969	Internship in Hospitality Business	3(0-9-6)

Event Management Course

95724069	MICE Management	3(3-0-6)
95724169	Event Design and Management	3(2-2-5)
95734269	Marketing and Sponsorship for Event	3(3-0-6)
95734369	Logistics for Event Management	3(3-0-6)
95734469	Food Design and Catering for Event	3(2-2-5)
95744569	Event Project Management	3(2-2-5)
95744669	Internship in Event Business	3(0-9-6)

Course List

Airline Course

95724769	Introduction to Airline Business	3(3-0-6)
95724869	Cabin Operations and Service Management	3(2-2-5)
95734969	Airport Management	3(3-0-6)
95735069	Airline Safety Management	3(3-0-6)
95745169	Airline Customer Service	3(3-0-6)
95745269	Internship in Airline Business	3(0-9-6)

2.1.2.2 3rd Language for Career Development **9 credits**

95725369	Chinese for Career Promotion 1	3(2-2-5)
95735469	Chinese for Career Promotion 2	3(2-2-5)
95735569	Chinese for Career Promotion 3	3(2-2-5)
95725669	Japanese for Career Promotion 1	3(2-2-5)
95735769	Japanese for Career Promotion 2	3(2-2-5)
95735869	Japanese for Career Promotion 3	3(2-2-5)
95725969	German for Career Promotion 1	3(2-2-5)
95736069	German for Career Promotion 2	3(2-2-5)
95736169	German for Career Promotion 3	3(2-2-5)

2.2 Cooperative and Work-Integrated Education **7 credits**

95746269	Pre-Cooperative and Work-Integrated Education	1(0-2-1)
95746369	Cooperative Education and Work Integrated Learning	6(0-18-9)

3. Free Elective Course **not less than 6 credits**

Students may select elective courses totaling 6 credits from courses offered by the university or from other universities, both domestically and internationally.

Study Plan

Year 1 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	xxxxxxx	GE (Language for Communication)	2(2-0-4)
	xxxxxxx	GE (Language for Communication)	2(2-0-4)
	xxxxxxx	GE (Wellbeing, Work Life Harmony and Global Citizenship)	2(1-2-3)
	xxxxxxx	GE (Wellbeing, Work Life Harmony and Global Citizenship)	2(1-2-3)
	xxxxxxx	GE (Sustainable Transformational Entrepreneurship)	2(1-2-3)
	xxxxxxx	GE (Sustainable Transformational Entrepreneurship)	2(1-2-3)
Major Requirement (MR)	95710169	Principles of Hospitality, Tourism and MICE Management	3(3-0-6)
Total			15

Year 1 – Spring Semester

Course Type	Course ID & Name		Credits
General Education (GE)	xxxxxxx	GE (Language for Communication)	2(2-0-4)
	xxxxxxx	GE (Wellbeing, Work Life Harmony and Global Citizenship)	2(1-2-3)
	xxxxxxx	GE (Sustainable Transformational Entrepreneurship)	2(1-2-3)
Major Requirement (MR)	95710269	Principle of Economics	3(3-0-6)
	95710369	Consumer Behavior for Hospitality, Airline and Event Management	3(3-0-6)
	95710469	Room Division Management	3(3-0-6)
Total			15

Study Plan

Year 2 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	xxxxxxx	GE (Language for Communication)	2(2-0-4)
Major Requirement (MR)	95720569	Exploring Global Tourism Destination	3(3-0-6)
	95720669	Business Communication for Hospitality, Airline and Event Management	3(2-2-5)
	95720769	Digital Marketing for Hospitality, Airline and Event Management	3(3-0-6)
	95720869	Food and Beverage Management and Operation	3(2-2-5)
Major Elective (ME)	xxxxxxx	ME (Specific Interest)	3(3-0-6)
Total			17

Year 2 – Spring Semester

Course Type	Course ID & Name		Credits
General Education (GE)	xxxxxxx	GE (Language for Communication)	2(2-0-4)
Major Requirement (MR)	95720969	Introduction to Data Analytics	3(3-0-6)
	95721069	Accounting and Finance for Hospitality, Airline and Event Management	3(3-0-6)
	95721169	Information Technology for Hospitality, Airline and Event Management	3(3-0-6)
Major Elective (ME)	xxxxxxx	ME (Specific Interest)	3(3-0-6)
	xxxxxxx	ME (3rd Language for Career Development)	3(2-2-5)
Total			17

Study Plan

Year 3 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	xxxxxxx	GE (Language for Communication)	2(2-0-4)
Major Requirement (MR)	95731269	Sustainable Management in Hospitality, Airline and Event	3(3-0-6)
	95731369	Cultural Diversity for Hospitality, Airline and Event Management	3(3-0-6)
	95731469	Designing and Managing Hospitality, Airline and Event Experiences	3(2-2-5)
Major Elective (ME)	xxxxxxx	ME (Specific Interest)	3(3-0-6)
	xxxxxxx	ME (3rd Language for Career Development)	3(2-2-5)
Total			17

Year 3 – Spring Semester

Course Type	Course ID & Name		Credits
Major Requirement (MR)	95731569	Professional Ethics and Laws for Hospitality, Airline and Event Management	3(3-0-6)
	95731669	Human Resources and Talent Management	3(3-0-6)
	95731769	Strategic Management for Hospitality, Airline and Event Management	3(3-0-6)
	95731869	Research Methodology for Hospitality, Airline and Event Management	3(3-0-6)
Major Elective (ME)	xxxxxxx	ME (Specific Interest)	3(3-0-6)
	xxxxxxx	ME (3rd Language for Career Development)	3(2-2-5)
Total			18

Study Plan

Year 4 – Fall Semester

Course Type	Course ID & Name		Credits
Major Requirement (MR)	95741969	Seminar on Hospitality, Airline and Event Management	3(2-2-5)
	95742069	Entrepreneurship in Hospitality, Airline and Event Business	3(2-2-5)
Major Elective (ME)	xxxxxxx	ME (Specific Interest)	3(3-0-6)
Free Elective	xxxxxxx	xxxxxxx	3(3-0-6)
	xxxxxxx	xxxxxxx	3(3-0-6)
Cooperative and Work-Integrated Education (CWIE)	95746269	Pre-Cooperative and Work-Integrated Education	1(0-2-1)
Total			16

Year 4 – Spring Semester

Course Type	Course ID & Name		Credits
Cooperative and Work-Integrated Education (CWIE)	95746369	Cooperative Education and Work Integrated Learning	6(0-18-9)
Total			6

Course Description

1. General Education Course

not less than 24 credits

Module 1 Language for Communication

12 credits

95110169 English for Academic Purposes 1

2(2-0-4)

Vocabulary and grammar for academic English; enhancement of the four language skills, academic content from diverse disciplines, lectures for listening, making inferences and note-taking, excerpts from academic books and articles for reading comprehension of main ideas and details, writing and speaking skills through assignments and classroom activities.

95110269 English for Academic Purposes 2

2(2-0-4)

Advanced vocabulary and grammar for academic English; complex academic language skills, content from diverse disciplines, lecture and text analysis, inference and application of critical thinking to issues from various academic subjects, structured discussions on complex issues, note-taking and outlining, clear and coherent essay writing.

95110369 English for Listening and Speaking

2(2-0-4)

Oral language skills for effective communication in different situations; practice listening for main ideas, analyzing information, and interpreting content from various sources. daily life conversation, class discussions, and expressing opinions in various scenarios.

95110469 English Academic Writing 1

2(2-0-4)

Academic paragraph writing skills through pre-writing- writing - reviewing and revising process; reading and analyzing the model paragraph; recognizing common grammatical terms and concepts useful for writing; preparation for a paragraph writing skills to essay writing.

95110569 English Academic Writing 2

2(2-0-4)

Academic essays writing skills through pre-writing - writing - reviewing and revising process; recognizing and identifying key writing structures recognition and identification from model paragraphs and essays; critical thinking promoting and organizational techniques for essays writing.

95110669 English Standard Test Preparation

2(2-0-4)

Preparation for an English Standard Test applicable; development of language essential skills; listening for comprehension, structure and written expression, and reading for comprehension.

Course Description

95110769 English for Collegiate Life 3(2-2-5)

Vocabulary, grammar, pronunciation, communication skills, listening, speaking, reading, and writing used in everyday English communication for studying and living at the university level, appropriately in terms of language proficiency, diverse social and cultural contexts, as well as the development of self-learning skills.

95110869 English for Workplace 3(2-2-5)

Communication in English for work in contexts with social and cultural differences, communication skills, listening, speaking, reading, writing, presentation skills, learning English, and using artificial intelligence to develop English skills for work independently and appropriately.

95120069 Chinese Communication 1 3(3-0-6)

The beginner of HSK Level 1; 150-word basic vocabulary, and everyday sentence structures, interacting in simple daily scenarios; greetings, self-introductions, numbers and time, talking about family, giving locations, shopping, and ordering food.

95120169 Chinese Communication 2 3(3-0-6)

Further developing on HSK Level 1 and introduces new topics and sentence patterns from the first half of HSK Level 2, expanding to 225-word vocabulary and engaging in more dynamic everyday conversations; weather, daily routines, hobbies, transportation, and describing simple activities and places.

95120269 Chinese Communication 3 3(3-0-6)

Completing the HSK Level 2, strengthening confident and personal expression in Chinese, reaching a 300-word vocabulary level and practice expressing experiences, future, comparisons, and preferences.

95120369 Korean Communication for Everyday Use 1 3(3-0-6)

Korean vocabulary and grammar used on a daily basis; practice of Korean communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Korean alphabet; describe things used daily, asking and answering questions in general topics.

Course Description

95120469 Korean Communication for Everyday Use 2 3(3-0-6)

Korean vocabulary and grammar used on a daily basis; development of Korean communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effective communication; sentences study and asking and answering questions related to everyday life.

95120569 Japanese Communication for Everyday Use 1 3(3-0-6)

Japanese vocabulary and grammar used on a daily basis; practice of Japanese communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Japanese alphabet, describe things that are used daily, asking and answering questions in general topics.

95120669 Japanese Communication for Everyday Use 2 3(3-0-6)

Japanese vocabulary and grammar used daily; practice of Japanese communication skills including listening, speaking, reading, and writing; the development of critical thinking skills for effectively communication; sentences and asking and answering questions related to everyday life.

95120769 Vietnamese Communication for Everyday Use 1 3(3-0-6)

Vietnamese vocabulary and grammar used daily; development of Vietnamese communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Vietnamese alphabet, describe things, asking and answering questions in general topics alphabet, describe things, asking and answering questions in general topics.

95120869 Vietnamese Communication for Everyday Use 2 3(3-0-6)

Vietnamese vocabulary and grammar used daily; development of Vietnamese communication skills including listening, speaking, reading, and writing; practice critical thinking skills for effectively communication; study sentences and asking and answering questions related to everyday life.

95120969 Bahasa Indonesia Communication for Everyday Use 1 3(3-0-6)

Bahasa Indonesia vocabulary and grammar used daily; practice of Bahasa Indonesia communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Bahasa Indonesia alphabet, describe things that are used daily, asking and answering questions in general topics.

Course Description

95121069 Bahasa Indonesia Communication for Everyday Use 2 3(3-0-6)

Bahasa Indonesia vocabulary and grammar used daily; development of Bahasa Indonesia communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication; sentences study and asking and answering questions related to everyday life.

95121169 French Communication for Everyday Use 1 3(3-0-6)

French vocabulary and grammar used on a daily basis; practice of French communication skills including listening, speaking, reading, and writing through a variety of communicative activities; reading and writing French alphabet; asking and answering questions in general topics.

95121269 French Communication for Everyday Use 2 3(3-0-6)

French vocabulary and grammar used daily; develop French communication skills including listening, speaking, reading, and writing; the practice of critical thinking skills for effectively communication; sentences study, asking and answering questions related to everyday life.

95121369 German Communication for Everyday Use 1 3(3-0-6)

German vocabulary and grammar used daily; practice of German communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write German alphabet; describe things that are used on a daily basis, asking and answering questions in general topics.

95121469 German Communication for Everyday Use 2 3(3-0-6)

German vocabulary and grammar used daily; development of German communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication; sentences study and asking and answering questions related to everyday life.

95121569 Spanish Communication for Everyday Use 1 3(3-0-6)

Spanish vocabulary and grammar used daily; practice of Spanish communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Spanish alphabet; describe things that are used daily, asking and answering questions in general topics.

Course Description

95121669 Spanish Communication for Everyday Use 2 3(3-0-6)

Spanish vocabulary and grammar used daily; development of Spanish communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication; sentences study and asking and answering questions related to everyday life.

95121769 Thai Communication for Everyday Use 1 3(3-0-6)

Thai vocabulary and grammar used on a daily basis; practice of Thai communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Thai alphabet; describe things used on a daily basis, asking and answering questions in general topics.

95121869 Thai Communication for Everyday Use 2 3(3-0-6)

Thai vocabulary and grammar used daily; development of Thai communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication. Study sentences and asking and answering questions related to everyday life.

95121969 Art of Thai Listening 3(3-0-6)

Principles of listening, types of listening and their practical relationships to daily life; development of communication skills, particularly in listening; analyzing what constitutes effective communication and what constitutes ineffective communication.

95122069 Art of Thai Speaking 3(3-0-6)

Introduction to the principles of speaking, types of speaking and their practical relationships to daily life; development of communication skills, particularly in speaking; learn to analyze what constitutes effective communication and what constitutes ineffective communication.

95122169 Art of Thai Reading 3(3-0-6)

Practice and development of Thai reading skills; Enhancement of reading proficiency, reading for comprehension skills; practice of Thai tones pronunciation and prose reading aloud.

95122269 Art of Thai Writing 3(3-0-6)

Thai writing skills and critical thinking skills through questioning, and analytical, synthetic, and evaluation skills; study and consider the content in depth, objectives, perspectives, and assumptions; provide supporting evidence leading to the author's conclusion.

Course Description

95122369 Fundamental of Thai Poetry Writing 3(3-0-6)

Introduction of characteristics and types of poetry, general and specific components of poetry writing, well-known poets' experience in poetry writing, and poetry writing techniques; development of writing skills in various types of poetry and poetry reading aloud.

Module 2 Wellbeing, Work Life Harmony and Global Citizenship 6 credits

95130169 Wellness and Nutrition 2(1-2-3)

Concepts and factors contributing to good health, good personality and well-being, focusing on the importance of physical health and nutrition, basic principles of exercise, principles of first aid and first aid in an emergency situation, including cardiopulmonary resuscitation (CPR), designing fitness programs tailored to different ages and physical conditions and assessment by technology, analyzing the role of nutrition in promoting health.

95130269 Mindfulness for Sustainable Happiness 2(1-2-3)

The purpose of life identification, identifying the obstacle, principles of mindfulness, self-awareness, how to plan and deal with obstacles on learning and working, analyzing the cases on learning and working and discussion, mindfulness practices, skills for balancing life in study and work.

95130369 DEI for Success 2(1-2-3)

The meaning of DEI: creating a work environment based on diversity, equity, and inclusion; understanding oneself and others; embracing diverse perspectives for innovative and collaborative problem-solving; self-regulating emotions; managing relationships without bias; applying emotional intelligence in personal and professional contexts; promoting a culture of sustainable learning and growth; and learning from successes and improving together.

95130469 Art Therapy and Appreciation 2(1-2-3)

Art therapy and the beauty of art to promote self-esteem; meditation practice, time management, self-control; empathy to recognize emotions in others to understand other people's perspectives.

95140169 Design Thinking for Creative Problem Solving 2(1-2-3)

Course Description

Analytical thinking skills and reasoning, deductive and inductive approaches, reasoning approaches of the East and the West; case study of formal and informal reasoning of everyday life; creative thinking, questioning; problem-solving, brainstorming; society need-based service design, prototyping, appropriate application of innovation.

95140269 Professional Presentation and Storytelling 2(1-2-3)

Techniques for analyzing complex problems and evaluating alternative solutions; strategies for evidence-based decision-making in presentations and negotiations; skills for effective communication and collaboration in diverse teams; methods for active listening, respectful dialogue, and conflict resolution; approaches to leveraging digital tools for creating and delivering impactful presentations; practices for fostering intercultural competence and responding to global challenges in negotiation contexts.

95150169 Next-Gen for SDGs 2(1-2-3)

Sustainable Development Goals (SDGs) definition, the importance of SDGs, Youth and SDGs, usefulness of SDGs for Developer, principles and stages of creativity in problem solving by applying SDGs, project design and alignment with SDGs, types of problem, obstacles, impact and concept evaluation by connecting the theoretical and interdisciplinary concepts, SDGs good practices, SDGs project presentation.

95150269 Sci-Tech for Future Sustainability 2(1-2-3)

Sustainable Development Goals (SDGs) and their interconnections, role of science and technology in addressing global challenges, environmental, social, and economic impacts of technological advancements, ethical considerations and policy implications of emerging technologies, innovative solutions and citizen science initiatives for sustainable development.

95150369 Thai Arts and Architecture 3(3-0-6)

Thai fine arts, Thai literature, Thai music, Thai dancing and Thai visual arts, Thai architecture, examines aesthetic themes religious and cultural symbolism to broadly develop arts appreciation, site visits.

95150469 Global Understanding 3(3-0-6)

Course Description

Video conference discussions with international partners about lifestyles, family, college life, festivals and celebrations, cultures, and history; collaborative projects related to lifestyles and cultures in different countries; reflecting on the importance of internationalization in the 21st century, current situations, and future careers.

95150569 Global Business Leadership Camp 1 2(0-4-2)

Global leadership and teamwork; understanding different cultures, traditions and lifestyles; learn to respect those who are differences through education, training and experience; cultural exchange program.

95150669 Global Business Leadership Camp 2 1(0-2-1)

Further development of team working, learn to respect those who are differences through education, training and experience; cultural exchange program.

95150769 Self-Development for Wellbeing, Work Life Harmony and Global Citizenship 2(0-4-2)

Self-Development through self-learning for Wellbeing, Work Life Harmony and Global Citizenship, identify personal strengths, weaknesses, and areas for improvement related to life skills, develop a personalized learning plan for enhancing Wellbeing, Work Life Harmony and Global Citizenship, engage in self-directed learning activities; online courses, workshops, independent research, or gain practical experience through internships, volunteer work, or personal projects related to Wellbeing, Work Life Harmony and Global Citizenship, reflecting on learning experiences, assess progress, and adjust the learning plan as needed.

95150869 Global Experience 3(2-2-5)

Developing global competence: sociology, cultural studies, environmental science, and economics, enhancing collaboration, analyzing and synthesizing current global phenomena, demonstrating the ability to propose.

Course Description

Module 3 Sustainable Transformational Entrepreneurship

6 credits

95160169 Fundamental of Sustainable Entrepreneur 2(1-2-3)

Understanding the principles, transformational business operation, organization's vision and goals, sustainable entrepreneurial skills, management principles, characteristics and leadership qualities, communication, negotiation, and analysis for business decision-making, capital management, case study analysis, project execution, and presenting business models that promote sustainability and adaptability to change.

95160269 Financial Management for Non-Financer 2(1-2-3)

Introduction to finance basics of personal and business, financial statements analysis: balance sheet, income statement, cash flow statement, cash vs. profit, budgeting and forecasting fundamentals, key financial concepts for decision-making, technological tools for investment budgeting, capital budgeting tools, financial ratios and performance analysis, market analysis and business opportunities, business planning from analysis Introduction to finance basics of personal and business, financial statements analysis: balance sheet, income statement, cash flow statement, cash vs. profit, budgeting and forecasting fundamentals, key financial concepts for decision-making, technological tools for investment budgeting, capital budgeting tools, financial ratios and performance analysis, market analysis and business opportunities, business planning from analysis.

95160369 Investment and Risk Management for Entrepreneur 2(1-2-3)

Essential knowledge and practical tools in investment and risk management from an entrepreneurial perspective, types of investments, financial planning, risk identification, and mitigation strategies, evaluate investment opportunity and valuation technique, risk management plan and portfolio strategies for sustainable growth.

95160469 Innovative Food Entrepreneur 2(1-2-3)

The importance of food science, global food system and standard, key players in the food industry, introduction to food safety and quality control, macronutrients and microorganisms, basic concepts of food additives and their functions, food preservation and food processing methods, food packaging and material, introduction to food sensory evaluation, foodborne illnesses and their prevention, sustainability and ethical considerations in the food industry.

Course Description

95160569 Logistics Management for Non-Logistician 2(1-2-3)

Introduction to logistics and supply chain, transportation management, warehousing and inventory management, supply chain management, logistics challenges, lean and supply chain transformation, logistics and supply chain strategies.

95160669 Entrepreneurship Camp 1(0-2-1)

Inspiration of entrepreneurship, entrepreneurship characteristics, business model canvas (BMC) design, pitching and presentation.

95160769 Fundamental for Startup 1(1-0-2)

Process to start your own business, business innovation, and startup fundraising; understanding challenges and opportunities for startup and marketing for startup; case studies of startup businesses.

95170169 Technology and AI Literacy for Working and Lifelong Learning 2(1-2-3)

Foundations of information literacy; Concepts of information, types of information, and information sources, media literacy; understanding media formats, media effects, and critical media analysis, digital literacy: navigating the digital world, digital citizenship, and online safety, information evaluation and critical thinking: Identifying credible sources, evaluating information for accuracy and bias, information seeking and retrieval; developing effective search strategies and utilizing information resources effectively, problem-solving for adapting to an AI-powered future.

95170269 Fundamental of Business Mathematic and Computational Technology 2(1-2-3)

Basic mathematics related to business, the use of technology for calculations, data collection and organization, descriptive statistics, data analysis techniques, graph creation, basic database management, and preliminary data analysis. The application of mathematical and statistical concepts in business decision-making.

95170369 Fundamental of Digital Art and Design 2(1-2-3)

Foundations and principles of pictorial design, the concepts of the picture plane, figure/ground relationships, scale and proportional transformation, composition, and value; development of a design vocabulary range, repertoire of practical techniques; introduction to formal design strategies.

Course Description

95170469 Basic Digital Photography 2(1-2-3)

Digital photography, manipulation of photographic images; the application of illustration software used for a project approach emphasizing on processes and ancillary operations related to the digital media.

95170569 Digital Technology for Creative Design 2(1-2-3)

Design principles, design concepts, design elements, design strategies, creating visual media, video clips, presentation media design, animations, logos, using technology in design, UX/UI design.

95170669 Product and Package Design 2(1-2-3)

Design principles and elements, psychology of design and consumer behavior, role of branding and brand identity in product design, successful product and packaging design case studies, and developing and presenting a design concept for a new product or package.

95170769 Self-Development for Entrepreneurship in the Age of Artificial Intelligence 2(0-2-4)

Self-Development through self-learning process, identify personal strengths, weaknesses, and areas for improvement related to entrepreneurial skills, develop a personalized learning plan for enhancing entrepreneurial skills, engage in self-directed learning activities; online courses, workshops, independent research, or gain practical experience through internships, volunteer work, or personal projects related to entrepreneurial skills, reflecting on learning experiences, assess progress, and adjust the learning plan as needed.

2. Professional Course 91 credits

2.1 Major Course 84 credits

2.1.1 Major Requirement Course 60 credits

95710169 Principles of Hospitality, Tourism and MICE Management 3(3-0-6)

Fundamental knowledge of the hospitality and tourism industry, including key concepts, roles and functions, interrelation within the industry, trends, and practices. Includes insights into the MICE sector's role in tourism and business, and the industry's economic, social, environmental impacts and digital technology driven industry, providing basic preparation for careers in hospitality and event management, digital technologies and artificial intelligence affecting the industry.

Course Description

95710269 Principle of Economics 3(3-0-6)

Fundamentals of economics, including microeconomics and macroeconomics concepts, covering demand and supply, production and cost, market structures, economic systems, monetary and banking systems, economic development, and the role of government in the economy.

95710369 Consumer Behavior for Hospitality, Airline and Event Management 3(3-0-6)

Concept of consumer behavior in hospitality, airline and event contexts, including hotel booking behavior, airline choice motivations, travel decision-making, event attendance expectations, and omnichannel customer experiences. Analyzes key decision factors such as service quality, safety, pricing, culture, technology, and brand perception, integrating psychological theories with marketing and service concepts. Emphasizes the use of artificial intelligence (AI) for customer data analytics, behavior prediction, personalization, and trend identification to enhance the experience of travelers, hotel guests, and event participants in modern service environments.

95710469 Room Division Management 3(3-0-6)

Integration of front office and housekeeping departments as functional units in hotel operations, emphasizing their interconnected roles, effective communication, and collaborative practices. Covers fundamental responsibilities, functions, in computer reservation system for efficient room operations.

95720569 Exploring Global Tourism Destination 3(3-0-6)

Major global tourism destinations, focusing on cultural, natural, and historical attractions. Study unique characteristics, tourist attraction factors, local traditions, environments, and infrastructure, while assessing their potential for sustainable development and global competitiveness through educational technology.

Course Description

95720669 Business Communication for Hospitality, Airline and Event Management 3(2-2-5)

Comprehensive business communication tailored specifically for the global hospitality, airline and event management sectors, foundational concepts with essential communication models and principles of effective interaction with digital technologies and artificial intelligence integration in professional contexts, including business writing, encompassing memos, emails, letters, and presentation. Aspects of career readiness; creation of resumes and cover letters that stand out in the hospitality, aviation, and event management preparations for working in a global environment.

95720769 Digital Marketing for Hospitality, Airline and Event Management 3(3-0-6)

Fundamental concepts and digital marketing strategies relevant to the hospitality, airline and event industry, including planning, analyzing online consumer behavior, targeting with digital marketing tools and social media, promoting sales through digital platforms, utilizing AI in data analytics to develop marketing strategies, and conducting digital market research, including the application of AI-driven marketing tools and real-world case studies to enhance business efficiency and expand operations both locally and internationally.

95720869 Food and Beverage Management and Operation 3(2-2-5)

Food and beverage management and its operation, various types of restaurants, dining- room and table setting, foodservice equipment, types of service, service procedure, types of beverages and other related business issues under food and beverage management and operation. Applying food and beverage management theories and concepts into real-life setting.

95720969 Introduction to Data Analytics 3(3-0-6)

Introduction to Data Analytics, Data Source, Data Preparation and Cleaning, Descriptive Statistics, Inferential Statistics, Hypothesis testing, Regression Analysis, Data Visualization and Data Storytelling in addition to utilization of Information Technology and Artificial Intelligence for Data Analysis.

Course Description

95721069 Accounting and Finance for Hospitality, Airline and Event Management 3(3-0-6)

Accounting principles, the recording process of double entry system, journalizing, posting in a ledger and trial balance; financial statements: income statement, retained earnings statement, balance sheet and statement of cash flows and their analysis; financial ratios analysis of performance, using of spreadsheets for management tasks in context of hospitality, airline and event Business.

95721169 Information Technology for Hospitality, Airline and Event Management 3(3-0-6)

Fundamental concepts in technologies applied in hospitality, airline and event business, designing and implementing technology solutions; customer experiences, streamline and seamless operations, and drive innovation within industries through design thinking process, UX/UI Design, technology for sustainability, using AI ethically and morally and current issues in technology.

95731269 Sustainable Management in Hospitality, Airline and Event 3(3-0-6)

Concepts of sustainable hospitality, airline and event business development, including economic, social, and environmental impacts, social management, and community participation. Covers marketing planning and management tailored for sustainable hospitality and event businesses. in addition to being capable of Educational Technology and Generative Artificial Intelligence in planning and marketing. Addresses the growing consumer demand for ethical and sustainable practices, emphasizing the need for destinations and organizations to upskill to meet these developments and achieve sustainable development goals by 2030 and beyond.

95731369 Cultural Diversity for Hospitality, Airline and Event Management 3(3-0-6)

Explores the critical role of culture in global hospitality, airline and event businesses, focusing on comparative cultural analysis and cross-cultural dynamics within hotels, restaurants, airlines, airports, and international events and cultural challenges, communication styles, guest expectations, service etiquette, multicultural teamwork, and customer interaction with diverse travelers, hotel guests, and event participants. Utilizing artificial intelligence (AI) in cultural data analysis, predicts cross-cultural customer behavior, and supports culturally adaptive service strategies for passengers, international guests, and event attendees in the digital era.

Course Description

95731469 Designing and Managing Hospitality, Airline and Event Experiences 3(2-2-5)

Planning and designing experiences for modern consumers in hospitality, airline and event business. Focus on customer journey mapping and creating interactive touchpoints. Emphasize memorable experiences, creative problem-solving, and analyzing business impact. Apply Educational technology and artificial intelligence (AI) to design innovation in hospitality, airline and event industries.

95731569 Professional Ethics and Laws for Hospitality, Airline and Event Management 3(3-0-6)

Professional ethics and legal frameworks related to hospitality, airline and event industries, covering topics such as social responsibility, business ethics, sustainability, and legal regulations impacting operations at both national and international levels.

95731669 Human Resources and Talent Management 3(3-0-6)

Examines the role of human resource management in the hospitality, airline and event industries, characterized by shift-based operations, 24-hour service, multicultural teams, and high service-skill demands. Covers essential HR practices such as recruitment and selection of hotel staff, airline crew, and event personnel; workforce scheduling; service and safety training; performance management; and employee retention in industries with high turnover rates. Highlights the integration of artificial intelligence (AI) in HR processes—including automated candidate screening, HR analytics, data-driven performance evaluation, and intelligent learning systems—while addressing workplace ethics and human rights in the digital era.

95731769 Strategic Management for Hospitality, Airline and Event Management 3(3-0-6)

Organization and operation of hospitality, airline and event business emphasizing strategic management tools. Identify internal and external strategic issues, generate future-oriented plans, and implement change in a variety of business applications. Develop a business plan for a new or existing business. Topics include strategic direction, competitive advantages, strategy development, strategy implementation and strategic evaluation through promoting the personalized learning by utilizing digital learning tools and artificial intelligence.

Course Description

95731869 Research Methodology for Hospitality, Airline and Event Management 3(3-0-6)

Foundation of social Research, design research project, research questions and problems, research methodology, literature review, data collection and sampling technique, qualitative research method, quantitative research method, data analysis, report writing and finding, ethics in research in addition to the utilization of information technology and artificial intelligence for research in hospitality, aviation, and event management.

95741969 Seminar on Hospitality, Airline and Event Management 3(2-2-5)

Integration of knowledge and skills in hospitality, aviation, and events. Analyze and solve in-depth case studies from real-world industry scenarios, by applying digital technologies and artificial intelligence to enhance strategic management, innovation, technology, sustainability, and multicultural management. Present creative and practical concepts or projects.

95742069 Entrepreneurship in Hospitality, Airline and Event Business 3(2-2-5)

Integration of knowledge and skills in entrepreneurship for the hospitality, airline event industries. Develop and execute an entrepreneurial project that reflects knowledge, creativity, and innovation in the hospitality and event industries. Analyze business opportunities, create a business plan, manage resources, utilize technology and artificial intelligent and consider sustainability within the global market context.

2.1.2 Major Elective Course 24 credits

2.1.2.1 Specific Interest Course 15 credits

Tourism, Hospitality, and Restaurant Service Management Course

95722169 Front Office Management 3(2-2-5)

Managing front office operations effectively, focusing on customer service excellence, communication, reservation systems, and front desk procedures by applying digital technologies and artificial intelligence for teaching and learning. Includes Point of Sales system hands-on practice through role-playing, simulations, and real-world scenarios.

Course Description

95722269 Kitchen Operation 3(2-2-5)

Principles and techniques involved in food preparation and cooking techniques, kitchen organization, food and personal hygiene, kitchen equipment and utilities, basic food preparation, methods of cooking, kitchen stewarding, sanitation, food production control and culinary terms. Development of practical skills will be implemented to enhance student's capability in food preparation and production.

95732369 Food and Beverage Cost Control 3(3-0-6)

Theory and concept of food and beverage management in relation to the control of food and beverage purchasing, receiving, storing, issuing, production, and sales. Marketing, legal issues and calculation to control costs effectively, storage and inventory control, specification and grading as well as purchasing of food and beverage items.

95732469 Restaurant Management 3(2-2-5)

Management and operation in restaurant businesses including environmental scanning that related to restaurant sector, differentiate competitors, investment options, business development and marketing plan, staff recruitment, location and design, types of restaurant business operations. Planning and organizing restaurant laboratory-operations is part of learning and gaining real-life experience.

95732569 Hotel Sales and Revenue Management 3(3-0-6)

Concept and method in price setting, revenue management according to the type and characteristic target market. Respond to customer needs forecasting customer numbers, increasing sales of products/services in the hotel business, market analysis and sales planning, customer communication, and future trends in the development of hotel business sales.

95742669 Hotel Business Planning and Development 3(3-0-6)

Hotel Business Planning and Development including theoretical management concepts, operational issues of hotel product development as well as hotel marketing and strategic management in hotel business. Constructing of hotel businesses focusing on various elements underlining modern hotel establishment and development theories and related issues.

95732769 Fundamental for Bakery 3(2-2-5)

Course Description

Principles and methods of making bakeries, technical terms in bakery, selection of ingredients and equipment as well as practical development in preparing and producing various bakery items.

95732869 International Cuisine 3(2-2-5)

Demonstration and preparation of well-known international dishes from different cuisines around the world, explore modern and classical cuisine, enhance and prepare food presentation as well as learning history of world food. Emphasize on fusion food preparation.

95732969 Housekeeping Management 3(2-2-5)

Housekeeping operations, including cleaning techniques, room preparation, bedding, inventory management, safety and sanitation standards, and team leadership. Emphasizes practical skills through hands-on training, demonstrations, and real-life scenarios.

95733069 Food and Beverage Service 3(2-2-5)

The service of food and beverage in restaurants, type of service and banqueting, table setting, service procedure of food and beverage, clearing and cleaning of table, variety of alcoholic and non-alcoholic beverages. Theories and concepts of food and beverage service by applying digital technologies and artificial intelligence for teaching and learning.

95743169 Managerial Accounting for Hospitality Business 3(3-0-6)

Systematic structuring of organization decision and identifying accounting information relevant to decision making, profit planning and budgeting, cost- volume-profit analysis, variance analysis, preparation relevant financial statements, and the use of artificial intelligence (AI) for data analysis and decision support in the context of hospitality business.

95723269 Tour Planning and Operation 3(2-2-5)

Principles of tour operating both of inbound and outbound, tour planning; researching attraction, contacting with the related tourism elements, survey route, destination mapping, itinerary writing by applying digital technologies and artificial intelligence, including calculating tour cost and profit and sales management, standards of service, roles and relationships of the tour companies with hotels, airlines and car rental agencies, tour guides and government agency including immigration procedure.

95733369 Principles of Tour Guiding 3(2-2-5)

Course Description

Role, function, etiquette, ethics and qualification of professional tour guides, component of tour guiding, place on tour conducting, arts of speaking, provides knowledge, practical skills, service qualities, tour guide training, monitoring and follow-up actions and guidelines career related to tourism industry.

95733469 Health Tourism and Spa Business 3(3-0-6)

Health tourism and spa business through review of its development and functions, understanding functions, roles and relationship of health tourism and spa management.

95733569 Coastal and Marine Tourism Management 3(3-0-6)

Comprehensive understanding of coastal and marine tourism management, coastal and marine ecosystem management, sustainable development, unique challenges and opportunities within coastal and marine tourism, policy and regulation, environmental consideration, cultural impacts and stakeholder engagement, marketing and promotion and economic feasibility, risk management and crisis response, trends and innovation for coastal and marine tourism management.

95733669 Cruise Business Management 3(3-0-6)

History, structure, characteristics of operation, management, marketing and finance of cruise businesses; government's roles and relevant laws concerning cruise businesses, other relevant organizations through the consideration of current situation, problems, obstacles, trends and development of cruise businesses.

95733769 Special Topics in Hospitality Management 3(3-0-6)

Specific topics, problems, or case studies on various areas under hospitality. Topics include issues of development, current trends, evolution, and modern changes as well as different situations that might occur within modern industry. Critical and analytical thinking based on learned knowledge and experience.

95743869 International Field Course 3(0-9-6)

Intensive field course in multicultural destinations where relevance to tourism and environment.

95743969 Internship in Hospitality Business 3(0-9-6)

Course Description

Applying the theories, concepts, and skills learned from previous courses to real-world settings. Gain hands-on experience by working with professionals in the hospitality, airline and event industry. Development of practical skills in areas such as customer service, operations management, marketing, event coordination, and sustainability practices within the hospitality and tourism sectors. Training minimum number of hours working in an industry setting, and engage in a series of reflective activities, including regular progress reports, supervisor evaluations, and a final reflective portfolio.

Event Management Course

95724069 MICE Management 3(3-0-6)

Component of MICE (Conferences, Reward Tourism, Conferences, and Trade Shows) with an emphasis on the structure and role of each component, as well as an analysis of industry stakeholders such as organizers, sponsors, and exhibitors. It also covers general topics such as the type of venue, logistics systems, technologies used in MICE events, and related policies.

95724169 Event Design and Management 3(2-2-5)

Inspiring to become event manager, event conceptualizing, planning, and executing various types of events for corporate functions and social gathering, project management, budgeting and financing, marketing and promotion, venue selection and logistics, technology implementation, and post-event evaluation and reporting.

95734269 Marketing and Sponsorship for Event 3(3-0-6)

Marketing Strategy and sponsorship in the event industry. Covers audience analysis, branding, promotional planning, sponsorship acquisition, partnership development, and negotiation. Focuses on creating impactful marketing campaigns and sponsorship programs tailored for events in the global hospitality and event management sector.

95734369 Logistics for Event Management 3(3-0-6)

Logistics concepts and processes for event management, covering planning, resource management, transportation, setup and teardown, and coordination among teams and stakeholders. Focuses on real-world applications to ensure smooth and efficient event execution within the context of global hospitality and event management.

95734469 Food Design and Catering for Event 3(2-2-5)

Course Description

Concepts of Food design and catering for events within the context of global hospitality and event management. Covers menu planning, designing the food appearance, ingredient selection and preparation, food service team management, budgeting, and creating experiences that meet the needs of event attendees. Emphasizes creativity and practical application in real-world scenarios and international standards.

95744569 Event Project Management 3(2-2-5)

Focuses on project-based learning to develop skills in planning, executing, and managing event projects. Covers budgeting, resource allocation, timeline management, stakeholder collaboration, and risk assessment. Encourages hands-on application through real-world event projects.

95744669 Internship in Event Business 3(0-9-6)

Applying the theories, concepts, and skills learned from previous courses to real-world settings. Gain hands-on experience by working with professionals in the event industry. Development of practical skills in areas such as customer service, operations management, marketing, event coordination, and sustainability practices. Training minimum number of hours working in an industry setting, and engage in a series of reflective activities, including regular progress reports, supervisor evaluations, and a final reflective portfolio.

Airline Course

95724769 Introduction to Airline Business 3(3-0-6)

Overview of airline industry, airport operations, air cargo, air catering, and air traffic control. Covers airline regulations (local/international), Civil Aviation Authority, IATA, ICAO, airline structure (ground, in-flight, back-office), procedures, terminology, airport codes, and industry impact (social, tourism, economy). Includes global trends and AEC growth, theory and practice digital technologies and artificial intelligence in the aviation industry.

95724869 Cabin Operations and Service Management 3(2-2-5)

Service mindset, crew health, team coordination, handling passenger issues, safety procedures, emergency equipment, Dangerous Goods, and first aid. In-flight meal planning, food safety, menu types, drink service, and cultural differences. Covers facilities, aircraft, time zones, customs, and immigration, digital technologies and artificial intelligence in aviation services.

95734969 Airport Management 3(3-0-6)

Course Description

Airport structure, operations, safety, security, environmental management, crisis planning, aviation law, airport promotion and policy, strategic planning, and Airport Council International practices, digital technologies and artificial intelligence in airport management.

95735069 Airline Safety Management 3(3-0-6)

ICAO Annex 19, Safety Management Systems (SMS), risk management, hazard identification, safety assurance, and promotion. Crew Resource Management (CRM), teamwork, decision-making, situational awareness, human factors, digital technologies and artificial intelligence for aviation safety management.

95745169 Airline Customer Service 3(3-0-6)

Service psychology, customer handling, effective communication, CRM, complaint response, service channels cultural awareness, stress management, and airline career preparation, digital technologies and artificial intelligence for airline customer service.

95745269 Internship in Airline Business 3(0-9-6)

Applying the theories, concepts, and skills learned from previous courses to real-world settings. Gain hands-on experience by working with professionals in the airline industry. Development of practical skills in areas such as customer service, operations management, marketing and sustainability practices. Training minimum number of hours working in an industry setting, and engage in a series of reflective activities, including regular progress reports, supervisor evaluations, and a final reflective portfolio.

2.1.2.2 3rd Language for Career Development 9 credits

95725369 Chinese for Career Promotion 1 3(2-2-5)

Developing a listening and speaking vocabularies and the most frequently used phrases; master Pinyin, the Mandarin phonetic system; exchange simple greetings, introduce oneself and a third party, and ask and respond to simple questions; learn basic sentence patterns, including express time, age, money and numbers; understand simple Chinese etiquette and customs.

95735469 Chinese for Career Promotion 2 3(2-2-5)

Course Description

Developing a listening and speaking vocabularies and frequently used phrases; develop a written vocabulary Chinese character; ask for information on locations and directions; ask about prices and how to bargain; ask time-related questions; understand simple Chinese etiquette and customs.

95735569 Chinese for Career Promotion 3 3(2-2-5)

Developing a listening and speaking vocabularies and the most frequently used phrases; develop a written vocabulary Chinese character; communicate daily conversations about weather, food, families, etc.; understand simple Chinese etiquette and customs.

95725669 Japanese for Career Promotion 1 3(2-2-5)

Japanese Vocabulary and grammar used daily; practice of communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Japanese alphabet, describe things that are used daily, asking and answering questions in general topics for beginner.

95735769 Japanese for Career Promotion 2 3(2-2-5)

Japanese vocabulary and grammar used daily; practice of communication skills including listening, speaking, reading, and writing; the development of critical thinking skills for effectively communication; sentences and asking and answering questions related to daily use and service operation for pre-intermediate.

95735869 Japanese for Career Promotion 3 3(2-2-5)

Japanese vocabulary and grammar used on a daily and business basis; practice of communication skills including, listening, speaking, reading, and writing; the development and practice of critical thinking skills for effectively communication; sentences and asking, answering questions and provide relevant explanations for intermediate level.

95725969 German for Career Promotion 1 3(2-2-5)

German Vocabulary and grammar used on a daily basis; practice of communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Japanese alphabet, describe things that are used on a daily basis, asking and answering questions in general topics for beginner.

95736069 German for Career Promotion 2 3(2-2-5)

Course Description

German vocabulary and grammar used on a daily basis; practice of communication skills including listening, speaking, reading, and writing; the development of critical thinking skills for effectively communication; sentences and asking and answering questions related to everyday life and service for pre-intermediate.

95736169 German for Career Promotion 3 3(2-2-5)

German vocabulary and grammar used on a daily and business basis; practice of communication skills including, listening, speaking, reading, and writing; the development and practice of critical thinking skills for effectively communication; sentences and asking, answering questions and provide relevant explanations for intermediate level.

2.2 Cooperative and Work-Integrated Education 7 credits

95746269 Pre-Cooperative and Work-Integrated Education 1(0-2-1)

Principles, processes, and regulations of cooperative and work-integrated education; essential workplace competencies such as adaptability, collaboration skills, emotional intelligence, and corporate culture; job application skills including job and workplace selection, application and résumé writing, and interviewing; technical report writing and presentation; and preparation for career success.

95746369 Cooperative Education and Work Integrated Learning 6(0-18-9)

Utilization of knowledge into real life situations in workplace; work-based learning or special projects profitable to workplaces operators to enhance students' work efficiency.