

Program Learning Outcomes (PLO)
B.B.A. in Hospitality, Tourism and MICE Management (International Program)

PLO	Description (English)	Description (Thai)
PLO1	Enable to recognize responsible, discipline, moral, ethics, and sacrifice.	มีความรับผิดชอบ วินัย คุณธรรม จริยธรรม ตรงต่อเวลา และความเสียสละ
PLO2	Determine ones' rights and able to interpret and consider others' opinion and being a good citizen.	เคารพสิทธิของตนเองและผู้อื่น รับฟังความคิดเห็นผู้อื่น และเป็นพลเมืองที่ดีของสังคม
PLO3	Able to apply knowledge and principles transformation into implementation.	มีความรู้ ความเข้าใจในหลักการและทฤษฎี และสามารถในการประยุกต์หลักการและทฤษฎีเพื่อนำไปสู่การปฏิบัติ
PLO4	Able to recognize, describe, analyze systematically to generate creative thinking.	สามารถค้นหาข้อเท็จจริง ทำความเข้าใจ คิดวิเคราะห์ และคิดสร้างสรรค์อย่างเป็นระบบ
PLO5	Able to develop and build up new knowledge or create encouragement for life-long learning.	สามารถประยุกต์ความรู้เพื่อพัฒนาและต่อยอดองค์ความรู้หรือนวัตกรรมใหม่ เพื่อเสริมสร้างการเรียนรู้ตลอดชีวิต
PLO6	Define role and responsibility. Able to perform leadership, being follower, and team-working.	มีความรู้ ความเข้าใจในบทบาทหน้าที่ของตนเอง มีภาวะผู้นำและผู้ตาม และทำงานร่วมกับผู้อื่นได้
PLO7	Able to justify situation and formulate problem solving for career and society development.	สามารถจัดการข้อโต้แย้ง และแก้ปัญหาเพื่อพัฒนาอาชีพและสังคมได้
PLO8	Capable to analyze and demonstrate using different techniques to enhance numerical calculation advancement.	สามารถประยุกต์เทคนิค การวิเคราะห์ และพัฒนาต่อยอดการคำนวณได้อย่างเหมาะสม
PLO9	Enable to illustrate effective communication and enable to use information technology efficiently.	สามารถสื่อสาร และใช้เทคโนโลยีสารสนเทศได้อย่างมีประสิทธิภาพและประสิทธิผล
PLO10	Is able to comply with the rules and regulations of organizations and society	สามารถปฏิบัติตามกฎเกณฑ์ขององค์กรและสังคมได้
PLO11	Able to determine and transfer knowledges, theories and principles of hospitality, tourism, and MICE.	สามารถถ่ายทอดองค์ความรู้จากทฤษฎีที่เกี่ยวข้องกับการบริการ การท่องเที่ยวและไมซ์ได้
PLO12	Enable to demonstrate and apply various sciences under the themes of hospitality, tourism, and MICE management.	สามารถนำองค์ความรู้มาปฏิบัติในศาสตร์ต่าง ๆ เฉพาะทางที่เกี่ยวข้องกับการบริการ การท่องเที่ยวและไมซ์ได้
PLO13	Capable of adapting, accepting and justifying on multi-sociocultural dimension.	สามารถปรับตัวและยอมรับความหลากหลายทางสังคมและวัฒนธรรม
PLO14	Able to perform duties by role and responsibility, in addition to support group members	สามารถปฏิบัติงานตามบทบาท หน้าที่รับผิดชอบและช่วยเหลือ แก้ปัญหาของกลุ่มได้
PLO15	Able to develop oneself and generate modern career path continuously based on international standardization.	สามารถพัฒนาตัวเองและพัฒนาอาชีพให้ทันสมัยอย่างต่อเนื่อง ตรงตามมาตรฐานสากล

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PLO16	Enable to create and develop businesses and entrepreneurships related to hospitality, tourism, and MICE management.	สามารถสร้าง และพัฒนาสถานประกอบการหรือธุรกิจที่เกี่ยวข้องกับการบริการ การท่องเที่ยวและไมซ์ได้

Bachelor of Business Administration in Hospitality, Tourism and MICE Management (International Program)

Subject			1. Ethics & Morality			2. Knowledge			3. Cognitive Skills				4. Interpersonal Skills & Responsibility/Interpersonal Skills			5. Numerical Analysis, Communication & IT Skills		
Course Code	Course Title	Credit	PLO1	PLO2	PLO10	PLO3	PLO11	PLO12	PLO4	PLO5	PLO13	PLO16	PLO6	PLO7	PLO14	PLO8	PLO9	PLO15
Academic Year 1, Semester 2																		
95323164	Principles of Management	3 (3-0-6)	●			●				●								
95320164	Microeconomics	3 (3-0-6)	●			●			○	●						○		
95710164	Principles of Hospitality, Tourism and MICE Management	3 (3-0-6)	●			○	●	●		○			○		○		●	●
95710264	Tourist Behavior	3 (3-0-6)	●			●		○	○	●	●		○		○		●	
Academic Year 2, Semester 1																		
95320264	Macroeconomics	3 (3-0-6)	●			●				●						○		
95720364	Service Psychology	3 (3-0-6)				●		●	○		○		●					
95720464	Food and Beverage Management and Operation	3 (2-2-5)	●				●		○	○		●	●					●
95720564	Room Division Management	3 (3-0-6)	●				●	●						○			●	●
Academic Year 2, Semester 2																		
95720164	Marketing and Digital Marketing for Hospitality Tourism and MICE	3 (3-0-6)	●			●				●						○		
95720264	Information Technology for Hospitality Tourism and MICE	3 (3-0-6)				●		●	○		○		●					
95720664	Managing Business Operations for Hospitality, Tourism and MICE	3 (3-0-6)	●				●		○	○		●	●					●
95720764	Introduction to MICE Industry	3 (3-0-6)	●				●	●						○			●	●
Academic Year 3, Semester 1																		
95730364	Human Resources Management in Hospitality Tourism and MICE	3 (3-0-6)	○		●		●				○			●				○
95730864	Tourism Planning and Policy Development	3 (3-0-6)	○	●			●	●	○	○					●		●	○

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Academic Year 3, Semester 2																		
95312364	Business Statistics	3 (3-0-6)	●			●			○	●							○	
95730464	Accounting and Finance for Hospitality Tourism and MICE	3 (3-0-6)	●			●		●	○							●		●
95730564	Professional Ethics and Laws for Hospitality Tourism and MICE	3 (3-0-6)		○	●	●		●						○				●
95730964	Cultural Diversity for Hospitality Tourism and MICE Management	3 (3-0-6)		○	●		●	●			●	○	●				○	
95731064	Research in Hospitality, Tourism and MICE Management	3 (3-0-6)	●				●	○	●					●	●		○	
Academic Year 4, Semester 1																		
95741164	Entrepreneurship in Hospitality, Tourism and MICE Industry	3 (3-0-6)				●			○			●	●			○		●
95741264	Innovation Strategic Management for Hospitality, Tourism and MICE	3 (3-0-6)			○		●	○	○	●			●		○			
95741364	Seminar in Hospitality Tourism and MICE Management	3 (3-0-6)	○	●			●	○	○	○			○	●	○		●	●
Academic Year 4, Semester 2																		
95749564	Co-operative Education	6 (0-18-9)	●		○	●		○		●								●
Major Elective Course																		
95740164	Principles of Tour Guiding	3 (2-2-5)	○				●	●			○		●				●	○
95740264	Tour Planning and Operation	3 (2-2-5)	●				●	●	○				●	○	●	○	●	○
95740364	Tourism Resources Development for Sustainable Tourism	3 (3-0-6)			●		●	●		●	○				○			
95740464	Transportation Ticketing and Logistics Management for Tourism Industry	3 (2-2-5)	●				●	●	○							●		●
95740564	Geography and Local Tourism Identity	3 (3-0-6)		●	●		●	●			○				○			

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95740664	Hotel Business Planning and Development	3 (3-0-6)					●	●	●	○	○		●			○	○	●
95740764	Restaurant Management	3 (3-0-6)	●				●	●		●		○	○					●
95740864	Kitchen Operation	3 (2-2-5)	●				●	●		●			○					●
95740964	Food and Beverage Cost Control	3 (3-0-6)					●			●		●	●			●	○	○
95741064	Hotel Sales and Revenue Management	3 (3-0-6)	●				●	●	○				○		○		●	●
95741464	Meeting and Incentive Travel Management	3 (3-0-6)	○				●	●					●				○	●
95741664	Convention and Venue Management	3 (2-2-5)	○				●	●					●				○	●
95741764	Exhibition and Event Management	3 (2-2-5)					●			○		●	●				●	●
95741864	Service Provider in MICE Industry	3 (3-0-6)	●			●	○	○	○	●	○		○			○	○	○
95741964	Event Design and Project Management	3 (2-2-5)	●			○			●	○		●				●	○	
95742064	Supervision in Hotel	3 (3-0-6)	●		●		●		○	●	●		○		○		●	
95742164	Health Tourism and Spa Business	3 (3-0-6)	●				●	●				○						●
95742264	Special Topic in Hospitality, Tourism and MICE Industry	3 (3-0-6)	●						●					●	●		●	
95742364	Tourism and Hotel Internship	3 (0-9-6)	○		●		●	●		○	○						●	●
95742464	Travel Agency Management	3 (2-2-5)	●	○	○		●	●	○			●			●	○	●	○
95742664	Fundamental for Bakery	3 (2-2-5)	●				●	●								○		●
95742764	Cultural Heritage Tourism	3 (3-0-6)	●	○			●	●		○	●			○			○	
95742864	Coastal and Marine Tourism Management	3 (3-0-6)	●				●	●	○		●		○	○	○	○	○	

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95742964	Agro-Tourism Management	3 (3-0-6)		○			●	●					●		●				
95743064	International Cuisine	3 (2-2-5)					●	●		○	○	○	●					○	
95743164	Front Office Management	3 (3-0-6)	●				●	○		●			○				●		
95743264	Housekeeping Management	3 (3-0-6)	●				●	●							○			○	
95743364	Food and Beverage Service	3 (3-0-6)					●	●		○	○	○	●				○	○	
95743464	Managerial Accounting for Hospitality and Tourism	3 (3-0-6)	●		○		●			●						●		●	
95743664	Community-Based Tourism Management	3 (3-0-6)	○	●			●				●		●	●	○			○	
95743764	Wildlife and Nature Based Tourism Management	3 (3-0-6)	●				●	●	○		●		○	○	○	○	○		
95743864	Cruise Business Management	3 (3-0-6)					●				●		●					○	
95744064	International Field Course	3 (0-9-6)	●		○	●				●	●							○	
95744164	Computer Application for Hotel	3 (2-2-5)					●			●			●					○	
95744264	Computer Application for Tourism	3 (2-2-5)					●	○		●			●				●	○	
Professional Foreign Language Course																			
95721164	Fundamental in English	3 (3-0-6)	●			●				●	●							○	○
95721264	English for Hospitality Industry	3 (3-0-6)	●				●	●		○	●		○				●	○	
95731364	English for Tourism and Tour Guiding	3 (3-0-6)	●				●	●		○	●		○				●	○	
95731464	English for MICE Industry	3 (3-0-6)	●				●	●		○	●		○				●	○	
95741564	English for Food and Beverage Management	3 (3-0-6)	●				●	●		○	●		○				●	○	

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95722164	Fundamental in Japanese	3 (3-0-6)	●			●				●	●						○	○
95722264	Japanese for Hospitality Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95732364	Japanese for Tourism and Tour Guiding	3 (3-0-6)	●				●	●		○	●		○				●	○
95732464	Japanese for MICE Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95742564	Japanese for Food and Beverage Management	3 (3-0-6)	●				●	●		○	●		○				●	○
95723164	Fundamental in Korean	3 (3-0-6)	●			●				●	●						○	○
95723264	Korean for Hospitality Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95733364	Korean for Tourism and Tour Guiding	3 (3-0-6)	●				●	●		○	●		○				●	○
95733464	Korean for MICE Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95743564	Korean for Food and Beverage Management	3 (3-0-6)	●				●	●		○	●		○				●	○
95724164	Fundamental in Chinese	3 (3-0-6)	●			●				●	●						○	○
95724264	Chinese for Hospitality Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95734364	Chinese for Tourism and Tour Guiding	3 (3-0-6)	●				●	●		○	●		○				●	○
95734464	Chinese for MICE Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95744564	Chinese for Food and Beverage Management	3 (3-0-6)	●				●	●		○	●		○				●	○
95725164	Fundamental in Bahasa	3 (3-0-6)	●			●				●	●						○	○
95725264	Bahasa for Hospitality Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95735364	Bahasa for Tourism and Tour Guiding	3 (3-0-6)	●				●	●		○	●		○				●	○

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95735464	Bahasa for MICE Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95745564	Bahasa for Food and Beverage Management	3 (3-0-6)	●				●	●		○	●		○				●	○
95726164	Fundamental in Vietnamese	3 (3-0-6)	●			●				●	●						○	○
95726264	Vietnamese for Hospitality Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95736364	Vietnamese for Tourism and Tour Guiding	3 (3-0-6)	●				●	●		○	●		○				●	○
95736464	Vietnamese for MICE Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95746564	Vietnamese for Food and Beverage Management	3 (3-0-6)	●				●	●		○	●		○				●	○
95727164	Fundamental in Spanish	3 (3-0-6)	●			●				●	●						○	○
95727264	Spanish for Hospitality Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95737364	Spanish for Tourism and Tour Guiding	3 (3-0-6)	●				●	●		○	●		○				●	○
95737464	Spanish for MICE Industry	3 (3-0-6)	●				●	●		○	●		○				●	○
95747564	Spanish for Food and Beverage Management	3 (3-0-6)	●				●	●		○	●		○				●	○