

International College
Course Description
B.B.A. (Hotel Management)

IBC 101 Access to Library and Information Systems 3(2-2)

A study of the current state of information technology and development of study skills for higher education, in terms of the use of computer, electronic library, internet, information superhighway.

IBC 102 Thai Studies 3(3-0)

A study of Thai way of life in general, from past to present; Thai characteristics as found in art, culture, religion, literature, economy and politics.

IBC 111 Comparative Society and Culture 3(3-0)

An introduction to sociology and anthropology with emphasis on socialization, social institutions, nature and development of selected world cultures, social changes, population trends, and cultural influence on human group behavior; the conflict and harmony of civilizations concerning politics, government, economics and society.

IBC 131 College Mathematics 3(3-0)

Foundation of mathematics at college level; sets, linear, quadratic, exponential and logarithmic functions, inequalities, matrices, differentiation, integration, probabilities, and graphs.

IBC 132 Introduction to Computer 3(2-2)

An overview of computer systems; integrating computer hardware, software, data, and procedures; computer for business purposes with emphasis on using microcomputer.

IBC 133 Introduction to Statistics 3(3-0)

Foundation of statistical measurement and analysis utilizing both descriptive and inferential statistics in a business framework; discrete and continuous one and two sample tests, measures of association, and statistical packages.

IBC 134 Man and Environment 3(3-0)

A study of how science and technology relate to economic, environmental, and social aspects; a coverage of the ecosystem including population and energy issues.

IBC 252 Principles of Marketing 3(3-0)

A study of the principles, definitions, functions, process, institutions, environment and services of marketing. Topics include product classification, distribution channels, pricing and promotion, consumer behavior, and an analysis on selecting the target market.

IBC 253 Organization and Management 3(3-0)

Structure and roles of organization, management principles and techniques, and organization behavior; the process of management, planning organizing, leading, and controlling.

IBC 254 Microeconomics 3(3-0)

Microeconomic theories, demand, supply, production, cost, perfect and imperfect markets, pricing, general market equilibrium, consumer behavior.

IBC 255 Financial Accounting 3(3-0)

Fundamentals of accounting including accounting cycle, accounting systems, cash flow, assets, liabilities, equity, and forms of business administration.

IBC 256 Production Management 3(3-0)

The fundamentals of industrial management related to organization structure, product, product development and research, standardization, plant location and layout, materials handling, machines, equipment and maintenance, and the overall operation of production and control.

IBC 257 Business Finance 3(3-0)

Introduction to business finance and financial management including fundamental concepts in financial management, financial planning and working capital management, capital budgeting and strategic long term financial decisions.

IBC 258 Macroeconomics (Prereq. IBC 254) 3(3-0)

Macroeconomic theories; national income, employment, output, inflation, business cycles, consumption, saving, investment, interest rate, growth theories and government policy.

IBC 271 Management Information Systems 3(3-0)

Importance and roles of information systems for management, managing information system integration, system development processes, managing information system resources, and technology of information systems. Emphasis will be put on computer application for hotel management to improve efficiency in various functions such as Micros-fidelio system.

IBC 274 Office Automation 3(2-2)

An exploration of information technology application to the business office. Use of integrated business computer software. Applying information technology for office management.

IBC 360 Business Ethics 3(3-0)

A philosophical exploration of how to recognize, analyze, and implement ethical decisions within the multivalued contexts of the various fields of business. Codes of ethics for selected professional business associations.

IBC 361 Quantitative Methods 3(3-0)

A study of planning, analyzing, and techniques for decision making in business. Applications of selected mathematical concepts, models, and theories for solving business problem.

IBC 363 Managerial Accounting (Prereq. IBC 255)**3(3-0)**

A study of managerial accounting including interpretation and use of management reports, cost behavior and accumulation, budgeting, financial statement analysis, and responsibility accounting.

IBC 376 Introduction to International Business 3(3-0)

An overview of international business, international business environment and institutions, market entry, overseas investment, multinational corporations, organization and control in international operations, international human resource management and international logistics.

IBC 464 Business Research (Prereq. IBC 133) 3(3-0)

A study of the importance of business research methods; steps in doing business research; and proposal writing. A coverage of research objectives, hypotheses, data collection, analysis, report writings, and implementation.

IBC 481 Negotiations 3(3-0)

Introduction to theory and practice in the types of argumentation and decision making employed in society. Nature and function of human communication emphasizing the process of argumentation and group decision making. A coverage of advocacy reasoning, discussion methods, and strategies.

IBA 242 Business Statistics 3(3-0)

Reviewing test of hypothesis; analysis of variance; chi-square test; correlation and regression; indexed numbers; time series analysis; computer statistical packages applied.

IHM 121 Fundamental English for Hotel Service 3(2-2)

A study of English communication skills, e.g. reading, writing, speaking, in dealing with Hotel's guests and public. Fluency and accuracy in listening and speaking reinforced by multimedia as well as real situations in hotel service and operation for interactive learning and participation.

IHM 122 Intermediate English for Hotel Service 3(2-2)

Review of modern English grammar to facilitate reading and writing. Extensive practice in writing effective sentences and paragraphs in hotel service and operation including reception, housekeeping, food and beverage services and business contacts.

IHM 223 Advanced English for Hotel Service 3(2-2)

A study which emphasizes written communication skills. Practice in reading and summarizing selected articles and reports on different topics dealing with hotel and tourism industries, society, culture, and economy, from professional journals and newspapers, travel and lodging magazines.

IHM 271 Introduction to Hotel Operation Management 3(3-0)

This course provides a basic understanding for Hotel Industry, the international hotel classification and the overall picture of international hotel structure, management and operation. Reviewing the organization of the various divisions of the hotels and their major functions and responsibilities such as Rooms Division, Food & Beverage, Marketing and Sales. Case studies will also be provided.

IHM 272 Front Office Operation Management 3(2-2)

Study structure of hotel front office operation and management, reservation, reception, registration, and other related works. Study also the relationship between the front office and housekeeping operation as well as other supporting departments.

IHM 273 Food & Beverage Operation Management 3(2-2)

This course provides the understanding of the operation of Food and Beverage department, its structure, functions and responsibilities of the key personnel including food preparation, food and beverage service, room service, banquet and food and beverage cost control.

IHM 274 Hotel Marketing & Sales 3(3-0)

This course provides a basic understanding of the basic function of marketing, sales, advertising, and promotion in hotel operation. The content of the course includes an introduction to hospitality sales and marketing, marketing plans and the organization of the Marketing & Sales division., sales Techniques, and promotion of on-site revenue centers such as restaurants, lounges, banquet facilities, and meeting rooms, advertising, public relations and publicity, marketing-major market segments.

IHM 275 Housekeeping Operation 3(2-2)

A study of functions and roles of the hotel housekeeping department, specifications of furnishings and guest supplies, and the general maintenance procedure. Students will be also studying the importance of budgeting expense, scheduling employees, completing paperwork etc and the coordination with the other departments e.g. Front Office, Engineering and Food & Beverage.

IHM 276 Food & Beverage Cost Control 3 (3-0)

This course provides the fundamental of food and beverage cost controls for hotel and restaurant operations, establishing control systems in the area of purchasing, receiving, storing, issuing, food preparation and sales, standard portion, as well as actual food cost calculation and other techniques in controlling food and beverage costs.

IHM 378 Materials Management 3 (3-0)

This course provides basic understanding of Materials Management of the hotel which include purchasing and stores management in the hotel operation. Students will learn the function and organization of the purchasing department who handle all purchase of FF&E, guest supplies, operating equipments of the hotel as well as how to control inventory of all the stores of the hotel i.e. general store, food store, beverage store, linen store, Operating Equipment store, and Engineering store.

IHM 379 Hotel Uniform Accounting System 3 (3-0)

A study of Hotel Uniform Accounting System which are international standard for hotel accounting which include accumulation of data and preparation of Financial Reports for Rooms Revenue, Food and Beverage Revenue and Other Operated Departments.

IHM 380 Professional Ethics and Laws in Hotel Industry 3 (3-0)

This course provides students who will become hoteliers after graduation straightforward frameworks to help sort out complex issues and make ethical decisions. Students will also learn the Code of Ethics for hoteliers and other related professionals in hospitality industry as well as laws related to hotel industry.

IHM 480 Senior Projects 3(2-1)

This course is to provide students with opportunities to plan the Meeting, Incentives theme parties, Convention or Exhibition, Food Festivals and execute the whole project to gain hands-on experience and turn theoretical knowledge to practical experience. This course is aimed to encourage students' responsibility, creativity, teambuilding spirit, organizing skill, problem solving, communication skill, marketing, administration and budget preparation.

IHM 481 Restaurant Management 3 (2-2)

This course provides basic knowledge of food preparation and service in restaurant business, procedures and techniques of management for each type of restaurant, menu pricing, budgeting and cost controlling and analysis of restaurant's operational problems.

IHM 482 Food & Beverage Service and Catering 3 (2-2)

This course covers the study of food and beverage operations, service principles and practices, types of table service, service of beverage, knowledge of operating equipments and supplies, menu planning, the operation of in-house and outside catering, sales.

IHM 483 Kitchen Operation Management 3 (2-2)

This course provides the principles and techniques involved in food production. It includes the study of the kitchen organization, food and personal hygiene, kitchen equipment and utilities, basic food preparation methods, kitchen stewarding, sanitation and standard of food production.

IHM 484 Back of the House Operation 3 (3-0)

This course provide overall picture of the back-of-the-house operation of the hotel which are supporting departments for the works of the front-of-the-house. These departments include Engineering, Personnel, Stores, Receiving etc. Students will study the main function and responsibilities of each department.

IHM 485 Health Club and Spa Management 3(3-0)

This course provides knowledge and better understanding of spa concept, the different types of spa, the operation management of health club and spa including design, marketing, facilities and services.

IHM 486 Long Stay and Health Service Management 3 (3-0)

This course provide the basic knowledge of a retirement service industry catering to senior citizens from developed countries and over the world, how to select the geographical destinations and organize different cultural and traditional activities. Students will also learn how to co-ordinate with the Private Hospitals for the long-stay and healthcare programs which include medical check-up, medical treatment, dentistry plastic surgery as well as natural medicine.

IHM 487 Business Center Management 3 (3-0)

This course is to prepare students with managerial skill in operating a professional and efficient business center of the hotel which is considered one of the revenue-generating department of any commercial hotel. Students will also learn the office automation system, secretarial service and facilities provided for business clients.

IHM 488 Meeting Incentive Convention and Exhibition (MICE) 3 (3-0)

This course provides an overview of the MICE Industry including Meeting, Incentive Travel, Convention and Exhibition. Students will study the planning, organizing, marketing and pre-event operating, on-site management and post-event evaluation and the coordination with all the parties concerned.

IHM 489 Home Stay Management 3 (3-0)

This course provide students with basic knowledge in managing the home stay typed of lodging, marketing plan, budgeting, feasibility study, facilities and service.

IHM 499Co-operative Education (0-40)

Cooperative Education t places the emphasis on the systematic provision of work-based learning in the hotel work site for students, It involves the cooperation between the university and the hotel industry to allow the students to develop both academic and work-related skills in the work site, apart form the knowledge gained in the classroom. The cooperative education terms for systematic thinking, observation, decision making, analytical and evaluation skills. This innovation that integrates the theory from classroom studies and work experiences into the curriculum will result in high quality graduates who are most suitable for the hotel industry.

IMG 344 Human Resources Management 3(3-0)

Policy and current practices in utilizing human resources effectively at all organizational levels. Topics on legal, social, organizational contexts of staffing, job analysis techniques, validation strategies, employment planning, recruiting, psychological tests, interview, personality, measures, performance appraisal, and ethical issues. Emphasis will be put on human resource management for Hotel operation.

THI 121Basic Thai for Non-native speakers 3 (2-2)

This course is to develop student's ability to communicate in oral and written Thai, and to encourage students to possess basic skills in speaking, reading, and inter-personal communication for everyday life.

THI 122Thai Usage 3 (2-2)

This course involves a study of Thai language to improve their communication skill in listening, speaking, reading and writing including Thai culture, traditions and ways of life.

THI 223Thai Usage for Hotel Service 3 (2-2)

This course will provide terminology, vocabulary and cultural contexts necessary in the hotel industry. Grammar, culture, social situations and professional vocabulary, sentences and phrases in sufficient depth to enable students to interact effectively with hotel local guests.

THI 224Thai for Business Presentation 3 (2-2)

This course provides principles of oral communication, including verbal and non-verbal behavior. Establishing a good relationship between speakers and public audience, development and improvements of a good speaking personality in business presentation.

CHN 121Fundamental Chinese for Hotel Service 3 (2-2)

This course offer students practical listening comprehension, basic Chinese terminology and vocabulary in hotel service including simple Chinese social communications like meeting and greeting Hotel's guests and answering guests' requests for service and facilities. Read and write simple sentence in Chinese use for Hotel service.

CHN 122Intermediate Chinese for Hotel Service**3 (2-2)**

This course provide student with reading skill for simple article in hotel newsletter, magazines, brochure or menus as well as writing skill for informal notes and memos. Chinese communication skills appropriate for a variety of daily hotel service.

CHN 223Advanced Chinese for Hotel Service 3 (2-2)

This course emphasizes on listening procedúre, grammar, voice, tense and pronunciation. Continued development of oral skills with increased emphasis on the written language. Discussion and composition in Chinese on subjects of hotel's problem-solving for guest complaints, hotel press release and publicity and newsletter.

CHN 224Chinese for Business Presentation 3 (2-2)

This course provides principles of Japanese oral communication, including verbal and non-verbal behavior. Establishing a good relationship between speakers and public audience, development and improvements of a good speaking personality in business presentation.

JPN 121Fundamental Japanese for Hotel Service**3 (2-2)**

This course offer students practical listening comprehension, basic Japanese terminology and vocabulary in hotel service including simple Japanese social communications like meeting and greeting Hotel's guests and answering guests' requests for service and facilities. Read and write simple sentence in Japanese use for Hotel service.

JPN 122Intermediate Japanese for Hotel Service**3 (2-2)**

This course provide student with reading skill for simple article in hotel newsletter, magazines, brochure or menus as well as writing skill for informal notes and memos. Japanese communication skills appropriate for a variety of daily hotel service.

JPN 223Advanced Japanese for Hotel Service**3 (2-2)**

This course emphasizes on listening procedure, grammar, voice, tense and pronunciation. Continued development of oral skills with increased emphasis on the written language. Discussion and composition in Japanese on subjects of hotel's problem-solving for guest complaints, hotel press release and publicity and newsletter.

JPN 224Japanese for Business Presentation 3 (2-2)

This course provides principles of Japanese oral communication, including verbal and non-verbal behavior. Establishing a good relationship between speakers and public audience, development and improvements of a good speaking personality in business presentation.

FRN 121 Fundamental French for Hotel Service**3 (2-2)**

This course offer students practical listening comprehension, basic French terminology and vocabulary in hotel service including simple French social communications like meeting and greeting Hotel's guests and answering guests' requests for service and facilities. Read and write simple sentence in French use for Hotel service.

FRN 122 Intermediate French for Hotel Service**3 (2-2)**

This course provide student with reading skill for simple article in hotel newsletter, magazines, brochure or menus as well as writing skill for informal notes and memos. French communication skills appropriate for a variety of daily hotel service.

FRN 223 Advanced French for Hotel Service**3 (2-2)**

This course emphasizes on listening procedure, grammar, voice, tense and pronunciation. Continued development of oral skills with increased emphasis on the written language. Discussion and composition in French on subjects of hotel's problem solving for guest complaints, hotel press release and publicity and newsletter.

FRN 224 French for Business Presentation**3 (2-2)**

This course provides principles of French oral communication, including verbal and non-verbal behavior. Establishing a good relationship between speakers and public audience, development and improvements of a good speaking personality in business presentation.

GMN 121 Fundamental German for Hotel Service**3 (2-2)**

This course offer students practical listening comprehension, basic French terminology and vocabulary in hotel service including simple German social communications like meeting and greeting Hotel's guests and answering guests' requests for service and facilities. Read and write simple sentence in German use for Hotel service.

GMN 122 Intermediate German for Hotel Service**3 (2-2)**

This course provide student with reading skill for simple article in hotel newsletter, magazines, brochure or menus as well as writing skill for informal notes and memos. German communication skills appropriate for a variety of daily hotel service.

GMN 223 Advanced German for Hotel Service**3 (2-2)**

This course emphasizes on listening procedure, grammar, voice, tense and pronunciation. Continued development of oral skills with increased emphasis on the written language. Discussion and composition in German on subjects of hotel's problem solving for guest complaints, hotel press release and publicity and newsletter.

GMN 224 German for Business Presentation**3 (2-2)**

This course provides principles of German oral communication, including verbal and non-verbal behavior. Establishing a good relationship between speakers and public audience, development and improvements of a good speaking personality in business presentation.