

Study Program

Bachelor of Business Administration in International Hospitality Management

(Four - Year Program) 136 credits

Summer	Credits	First Semester	Credits	Second Semester	Credits
BSC 003 Foundation Skills Development		GEC 101 Tools for the Digital Age	3(2-2-5)	GEC 112 General Psychology	3(3-0-6)
		GEC 102 Thai Studies	3(3-0-6)	GEC 122 Intermediate English	3(2-2-5)
		GEC 111 Comparative Society and Culture	3(3-0-6)	GEC 133 Introduction to Statistics	3(3-0-6)
		GEC 121 Fundamental English	3(2-2-5)	BSC 255 Financial Accounting	3(3-0-6)
		GEC 131 College Mathematics	3(3-0-6)	BSC 263 Management Information Systems	3(3-0-6)
		GEC 132 Use of Computers in Business	3(2-2-5)	IHM 281 Introduction to the Hospitality Industry	3(3-0-6)
		Total			18
Summer	Credits	First Semester	Credits	Second Semester	Credits
		GEC 223 Advanced English	3(2-2-5)	BSC 261 Introduction to Economics	3(3-0-6)
		BSC 252 Principles of Marketing	3(3-0-6)	IBC 281 Communication Concepts & Skills	3(3-0-6)
		BSC 253 Organization Behavior	3(3-0-6)	IBC 243 Public Speaking and Presentation Skills	3(3-0-6)
		BSC 257 Business Finance	3(3-0-6)	IHM 283 Food and Beverage Operation Management	3(3-0-6)
		IHM 282 Lodging Operation & Technology	3(3-0-6)	IHM 284 Hospitality Marketing Principles	3(3-0-6)
		Major Elective (1)	3(2-2-5)	IHM 275 Revenue Management & Technology	3(2-2-5)
		Total			18
Summer	Credits	First Semester	Credits	Second Semester	Credits
		BSC 362 Introduction to International Business	3(3-0-6)	BSC 360 Business Ethics	3(3-0-6)
		BSC 363 Managerial Accounting	3(3-0-6)	IHM 380 Professional Ethics and Laws for Hospitality Industry	3(3-0-6)
		IHM 376 Finance for the Hospitality Industry	3(3-0-6)	IHM 389 Hospitality Strategic Marketing	3(3-0-6)
		IHM 377 Human Resource Management for Hospitality Industry	3(3-0-6)	IBC 387 Cross-cultural Communications Management	3(3-0-6)
		IHM 388 Hospitality Leadership	3(3-0-6)	Major Elective (4)	3(2-2-5)
		Major Elective (3)	3(2-2-5)	Free Elective (1)	3
		Total			18
Summer	Credits	First Semester	Credits	Second Semester	Credits
		BSC 465 Strategic Management	3(3-0-6)	IHM 499 Co-operative Education in International Hospitality Management	6(0-40-0)
		BSC 466 Negotiations	3(3-0-6)		
		IHM 381 Current Issues on International Hospitality	3(3-0-6)		
		IHM 480 Senior Project	3(3-0-6)		
		IHM 498 Pre-cooperative Education in International Hospitality Management	1(0-2-1)		
		Major Elective (5)	3(2-2-5)		
		Free Elective (2)	3		
Total			19	Total	6