

# BACHELOR OF BUSINESS ADMINISTRATION IN PROFESSIONAL CULINARY ARTS

A JOINT PROGRAM WITH LE CORDON BLEU INTERNATIONAL PROGRAM

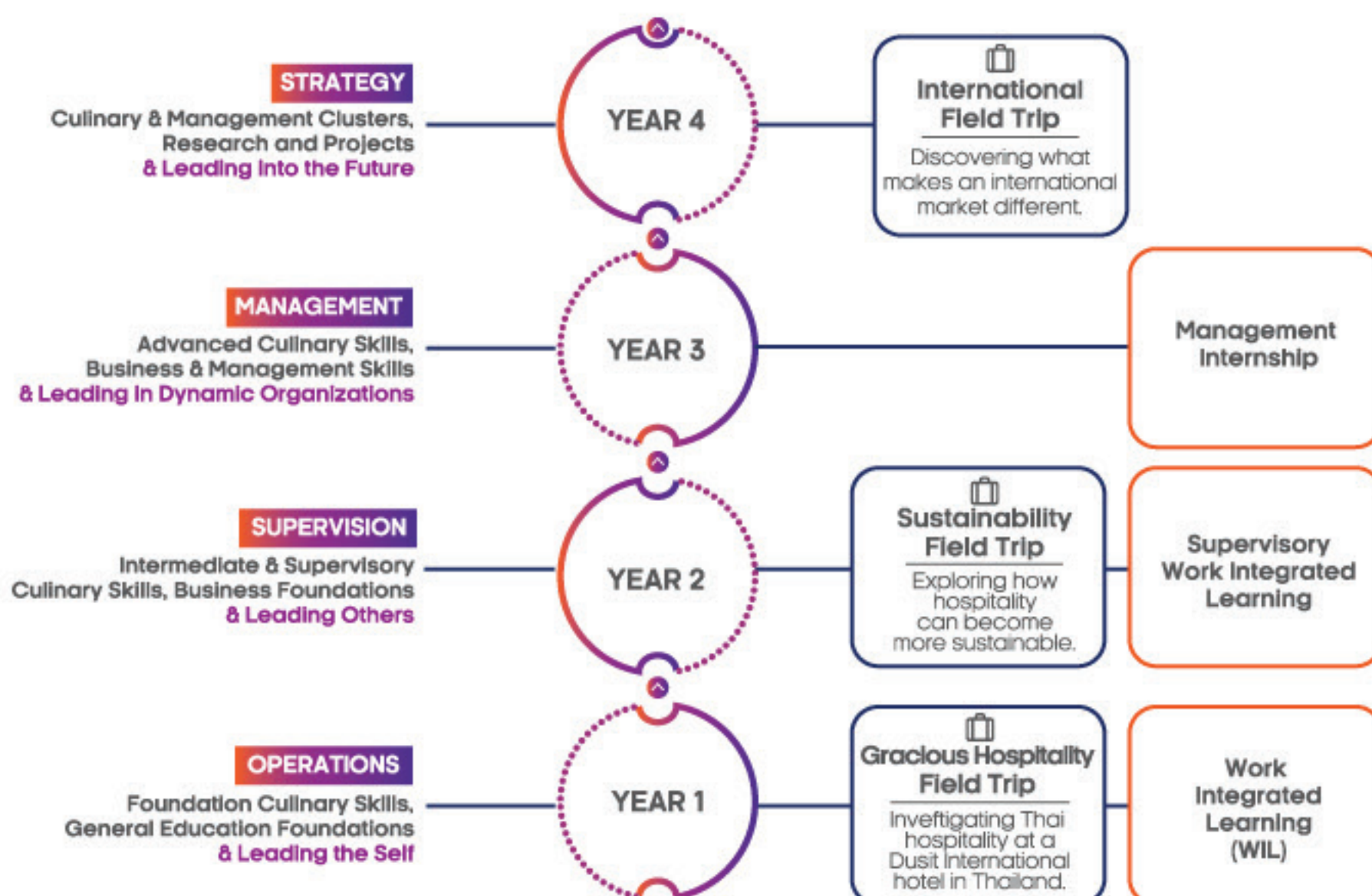


Joining with the world's premier culinary arts institute, Le Cordon Bleu, the program is designed to inspire excellence, creativity and innovation to embark on to successful careers in the global culinary and hospitality industries.

## PROGRAM STRUCTURE

Number of credits	138 credits
General Education Courses	37 Credits
Professional Courses	85 Credits
Free Elective Courses	6 Credits
Supervised Field Training	10 Credits

### Signature Steps to Master Student Skills



### LEARNING BEYOND THE CLASSROOM

## HIGHLIGHT COURSES

### MAJOR REQUIRED COURSES (40 CREDITS)

- IFM1301 Hygiene and Sanitation
- IFM1302 Stewarding & Commissary
- IFM1303 Principles of Nutrition and Food Science
- IHM2303 Food and Beverage Cost Control and Menu Design
- IFM1304 Food and Beverage Service
- IFM1305 Introduction to Culinary Arts and Cookery Career
- IFM1306 Culinary Essential 1
- IFM1307 Culinary Essential 2
- IFM1308 Fundamentals of Poultry, Meat, and Seafood
- IHM2306 Marketing Hospitality Services
- IHM2307 Hospitality Financial Accounting
- IFM2309 Advanced of Poultry, Meat, and Seafood
- IFM1310 Basic Pastry
- IFM1311 Cakes and Gateaux
- IFM2312 Yeast Goods, Breads, Viennoiseries
- IFM2313 Hot and Cold Desserts
- IFM3314 Decorative Sugar Work and Chocolate work
- IFM3301 Arts of Thai Cuisine

### MAJOR CONCENTRATION (9 CREDITS)

Student must choose one concentration from the followings.

#### 1. Professional Culinary Skills

- IFM4501 Vegan and Vegetarian Cuisine
- IFM4502 Arts of Charcuterie
- IFM4503 Food Processing
- IFM4504 Modernist Cuisine
- IFM4505 Food Styling and Photography
- IFM4506 Innovative Desserts
- IFM4507 Nutrition and Dietetics

#### 2. Innovation for Sustainable Future

- IIN4501 Start-ups and the Business Model Canvas
- IIN4502 Human-Centered Design and Concept Development in Hospitality
- IIN4503 Sustainability in the Hospitality Industry

#### 3. Hospitality Marketing in a Digital Age

- IMK4501 Branding and Brand Management
- IMK4502 CRM and Distribution Management in Hospitality Industry
- IMK4503 Leveraging Big Data & Programming

#### 4. Hospitality Finance and Real Estate

- IFN4501 Real Estate Finance and Asset Management
- IFN4502 Contracts and Owner/Operator Relationships
- IFN4503 Corporate Finance

#### 5. Maximizing Human Value in a Digital Economy

- IHR4501 Artificial Intelligence in the Service Industry
- IHR4502 Robotics and Operations Management
- IHR4503 Optimizing Human Interaction

### FREE ELECTIVE COURSES (6 CREDITS)

- IFM4701 World Cuisines
- IBA3701 Social Enterprise
- IBA3702 Project Management
- IHM3703 Risk and Crisis Management in Hospitality Industry
- IHM3704 Environmental Management for the Hospitality Industry
- IHM3705 MICE & Event Management
- IHM3706 Spa & Wellness Management
- IHM3707 Cruise Line Management
- IHM3708 Airline Business
- IHM3709 Restaurant Management
- IHM3710 Wine Science