

BACHELOR OF BUSINESS ADMINISTRATION IN HOSPITALITY MANAGEMENT

WITH THE ACADEMIC CERTIFICATION OF **ECOLE HÔTELIÈRE DE LAUSANNE (EHL)** INTERNATIONAL PROGRAM

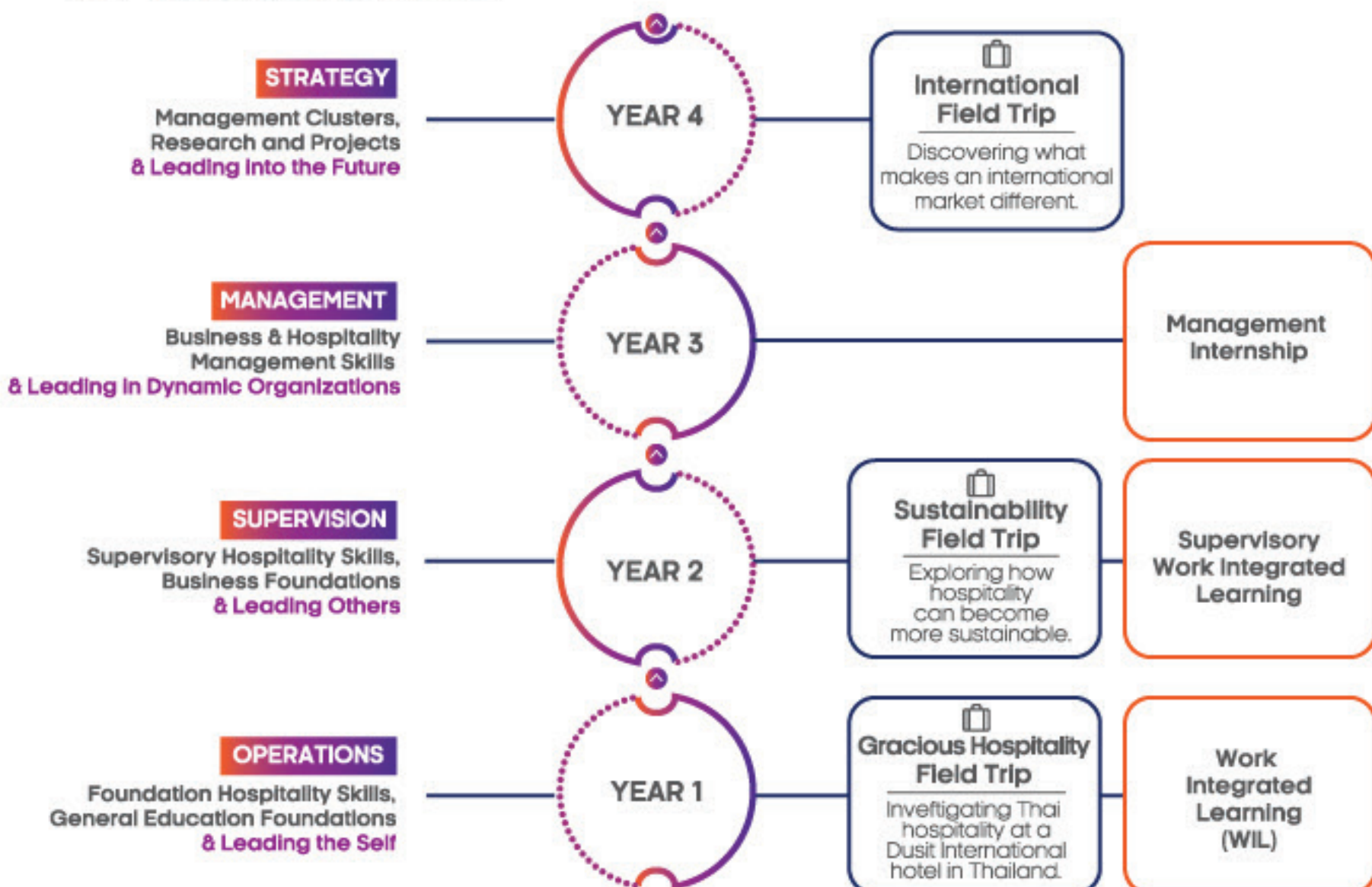


Certified by the world's no. 1 hospitality school, the Ecole hôtelière de Lausanne, this is one of the best-in-class international Hospitality Management programs in Thailand. Students will learn from industry and academic experts to apply the skills and knowledge necessary to become leaders in tomorrow's global hospitality industry.

PROGRAM STRUCTURE

| | |
|---------------------------|-------------|
| Number of credits | 136 credits |
| General Education Courses | 31 Credits |
| Professional Courses | 89 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 (32 CREDITS)

- IHM1301 Introduction to the Hospitality Industry
- IHM1302 Bar Operations and Wine Knowledge
- IHM1303 Rooms Operations
- IHM1304 Food and Beverage Service Operations
- IHM1305 Culinary Arts Operations
- IHM1306 Food and Beverage Cost Control & Menu Design
- IHM2306 Marketing Hospitality Services
- IHM2307 Hospitality Financial Accounting
- IHM3308 Revenue Management in the Hospitality Industry
- IHM3309 Hospitality Financial Analysis

MAJOR CONCENTRATION (9 CREDITS)

Student must choose one concentration from the followings.

1. Innovation for a 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

2. Hospitality Marketing in a Digital Age

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

3. Hospitality Finance and Real Estate

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

4. Maximizing Human Value in a Digital Economy

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

FOREIGN LANGUAGE FOR MAJOR REQUIRED COURSES (15 CREDITS)

Students must choose one language from the three following.

- Chinese language
- Japanese language
- French language

FREE ELECTIVE COURSES (6 CREDITS)

- 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