Bachelor of Business Administration Program in Professional Culinary Arts
(International Program)
Revised Version 2022

Institution	Dusit Thani College
Campus	Bangkok Campus
Faculty	Faculty of International Hospitality Industry
Department	Department of Professional Culinary Arts (International Program)

Section 1: General Information

1. **Program name**

   Thai   หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชาศิลปะการประกอบอาหารอย่างมืออาชีพ
   (หลักสูตรนานาชาติ)

   English   Bachelor of Business Administration Program in Professional Culinary Arts
   (International Program)

2. **Degree name**

   Full Title   Thai   บริหารธุรกิจบัณฑิต (ศิลปะการประกอบอาหารอย่างมืออาชีพ)

                      English   Bachelor of Business Administration (Professional Culinary Arts)

   Abbreviated   Thai   บธ.บ. (ศิลปะการประกอบอาหารอย่างมืออาชีพ)

                      English   B.B.A. (Professional Culinary Arts)

Section 3: Educational Management System, Implementation and Curriculum Structure

3. Curriculum and Faculty Members

    3.1 Curriculum

        3.1.1   Number of credits   138   credits

        3.1.2   Curriculum Structure

1. General Education Courses	**37 credits**
1.1 Science and Mathematics Courses	9 credits
1.2 Language Courses	18 credits
1.3 Humanities and Social Sciences Courses	10 credits
2. Professional Courses	**85 credits**
2.1 Business Core Courses	27 credits
2.2 Major Required Courses	40 credits
2.3 Major Elective Courses	18 credits
- Culinary Arts Elective Courses	3 credits
- Final Project Elective Courses	6 credits
- Major Concentration Courses	9 credits
3. Free Elective Courses	**6 credits**
4. Supervised Field Training	**10 credits**

3.1.3 Courses titles

The Bachelor of Business Administration Program in Professional Culinary Arts, Dusit Thani College are formed by the following manners:

1) **Code Symbol**

Code symbol is formed by 3 alphabet and 4 Arabian numbers, respectively.

2) **Meaning of code symbol**

<u>Alphabet</u>

I	=	International Program
SM	=	Science and Mathematics
LA	=	Language
HS	=	Humanities and Social Sciences
BA	=	Business Core
FM	=	Food Management
HM	=	Hospitality Management
FP	=	Final Project Elective
IN	=	Innovation for a sustainable future
MK	=	Marketing in a Digital Age
FN	=	Finance and Real Estate
HC	=	Human Capital Management
HR	=	Maximizing Human Value in a Digital Economy
FL	=	Foreign Language

<u>Arabic Number</u>

First Digit = Year of study

Second Digit = Course categories code as follows

1	=	General Education
2	=	Business Core
3	=	Major Required/Culinary Arts Elective Course
4	=	Research Elective and Final Project Elective
5	=	Major Concentration
6	=	Foreign Language
7	=	Free Elective
8	=	Supervised Field Training

Third and Fourth Digit = orders of course in a subject area

Example

      ILA1101= Thai Usage for Communication subject for the first year in the International Program (I= International Program; LA = language; 1 = first year; 1 = General Education; 1 = first course in language)

        3) **Credit Hours**

      Credit's hours are arranged with 4 Arabic numbers; first number is in front of parenthesis, second, third and fourth are inside of parenthesis. The fourth numbers have the following character.

- First number refers to course credit hours
- Second number refers to lecture hour per week and per semester
  (Lecture 1 hour per week per semester equals to 1 credit)
- Third number refers to practice hour per week and per semester
  (Practice 2 or 3 hours per week per semester equals to 1 credit)
- Fourth number refers to self-study hour per week and per semester
  (Lecture 1 hour per week equals to 2 hours self-study, practice 2 hours
  per week equals to 1 hour of self-study)

    4) **Prerequisite**

    Prerequisite means a course needs to be passed before taking other course.

    5) **Co-requisite**

    Co-requisite means two courses that need to study within the same semester.

3.1.4 Course structure

1) General Education Courses (37 credits)

1.1) Science and Mathematics Courses (9 credits)

Code	Course Title	Credits	Prerequisite
ISM2101	Excel and Data Management	3(3-0-6)	-
ISM2102	Business Statistics	3(3-0-6)	-
ISM3103	Hospitality in the 4th Industrial Revolution	3(3-0-6)	-

1.2) Language Courses (18 credits)

Code	Course Title	Credits	Prerequisite
Compulsory Courses (12 credits)			
ILA1101	Thai Usage for Communication	3(3-0-6)	-
ILA1102	Business Communication in Thai		-
ILA1103	Principles of Communication	3(3-0-6)	-
ILA1104	Business Writing and Communication	3(3-0-6)	-
ILA2105	Academic Writing	3(3-0-6)	-
Foreign Language Courses (6 credits)			
Students must choose one language from the three following.			
	Chinese language		
IFL1601	Chinese I	3(3-0-6)	**-**
IFL1602	Chinese II	3(3-0-6)	IFL1601
	Japanese language		
IFL1606	Japanese I	3(3-0-6)	-
IFL1607	Japanese II	3(3-0-6)	IFL1606
	French language		
IFL1611	French I	3(3-0-6)	-
IFL1612	French II	3(3-0-6)	IFL1611

1.3) Humanities and Social Sciences Courses (10 credits)

Code	Course Title	Credits	Prerequisite
IHS1101	Leading the Self	1(1-0-2)	-
IHS2102	Leading Others	1(1-0-2)	-
IHS3103	Leading in Dynamic Organizations	1(1-0-2)	-
IHS3104	Business Law	3(3-0-6)	-
IHS4105	Psychology and Performance Management	3(3-0-6)	-
IHS4106	Leading into the Future	1(1-0-2)	-

2) Professional Courses (85 credits)

2.1) Business Core Courses (27 credits)

Code	Course Title	Credits	Prerequisite
IBA1201	Principles of Marketing	3(3-0-6)	-
IBA2202	Hospitality and Tourism Economics	3(3-0-6)	-
IBA2203	Human Capital Management	3(3-0-6)	-
IBA2204	Service Quality Management	3(3-0-6)	-
IBA2205	Service Operations Management	3(3-0-6)	-
IBA4206	Managerial Accounting	3(3-0-6)	IHM2308
IBA4207	Organization and Cross-cultural Management	3(3-0-6)	-
IBA4208	Strategic Management	3(3-0-6)	-
IBA4209	Business and Academic Research Methods	3(3-0-6)	-

2.2) Major Required Courses (40 credits)

Code	Course Title	Credits	Prerequisite
IFM1301	Hygiene and Sanitation	2(2-0-4)	-
IFM1302	Stewarding and Commissary	1(1-3-4)	IFM1301
IFM1303	Principles of Nutrition and Food Science	3(3-0-6)	-
IFM1304	Food and Beverage Service	1(1-3-4)	-
IFM1305	Introduction to Culinary Arts and Cookery Career	2(1-4-4)	-
IFM1306	Culinary Essential 1	2(2-6-7)	IFM1305

Code	Course Title	Credits	Prerequisite
IFM1307	Culinary Essential 2	3(2-6-7)	IFM1305
IFM1308	Fundamentals of Poultry, Meat and Seafood	3(2-6-7)	IFM1307
IFM2309	Advanced of Poultry, Meat and Seafood	3(2-6-7)	IFM1308
IFM1310	Basic Pastry	2(2-6-7)	-
IFM1311	Cakes and Gateaux	1(2-6-7)	IFM1310
IFM1312	Yeast Goods, Breads, Viennoiseries	2(2-6-7)	IFM1310
IFM1313	Hot and Cold Desserts	1(2-6-7)	IFM1310
IFM2314	Decorative Sugar Work and Chocolate Work	2(2-6-7)	IFM1310
IFM2315	Arts of Thai Cuisine	3(2-6-7)	-
IHM1306	Food and Beverage Cost Control and Menu Design	3(3-0-6)	-
IHM2307	Marketing Hospitality Services	3(3-0-6)	-
IHM2308	Hospitality Financial Accounting	3(3-0-6)	-

2.3) Major Elective Courses (18 credits)

2.3.1) Culinary Arts Elective Courses (3 credits)

Students choose one subject of the following.

Code	Course Title	Credits	Prerequisite
IFM4316	Arts of Thai Dessert	3(2-3-5)	-
IFM4317	Fruit Carving and Banana Leaf Work	3(2-3-5)	-

2.3.2) Final Project Elective Courses (6 credits)

Students choose one subject of the following.

Code	Course Title	Credits	Prerequisite
IFP4401	Student Business Project	6(0-12-6)	IBA4209
IFP4402	Independent Research Study	6(0-12-6)	IBA4209
IFP4403	Incubator	6(0-12-6)	IBA4209

2.3.3)   Major Concentration Courses (9 Credits)

Student must choose one concentration from the following.

I. Professional Culinary Skills

Code	Course Title	Credits	Prerequisite
IFM4501	Vegan and Vegetarian Cuisine	3(2-3-5)	-
IFM4502	Arts of Charcuterie	3(2-3-5)	-
IFM4503	Food Processing	3(2-3-5)	-
IFM4504	Modernist Cuisine	3(2-3-5)	-
IFM4505	Food Styling and Photography	3(2-3-5)	-
IFM4506	Innovative Desserts	3(2-3-5)	-
IFM4507	Nutrition and Dietetics	3(2-3-5)	-

II. Innovation for Sustainable Future

Code	Course Title	Credits	Prerequisite
IIN4501	Start-ups and the Business Model Canvas	3(3-0-6)	-
IIN4502	Human-centered Design and Concept Development in Hospitality	3(3-0-6)	-
IIN4503	Sustainability in the Hospitality Industry	3(3-0-6)	-

III. Hospitality Marketing in a Digital Age

Code	Course Title	Credits	Prerequisite
IMK4501	Branding and Brand Management	3(3-0-6)	-
IMK4502	CRM and Distribution Management in Hospitality Industry	3(3-0-6)	-
IMK4503	Leveraging Big Data and Programming	3(3-0-6)	-

IV. Hospitality Finance and Real Estate

Code	Course Title	Credits	Prerequisite
IFN4501	Real Estate Finance and Asset Management	3(3-0-6)	-
IFN4502	Contracts and Owner/Operator Relationships	3(3-0-6)	-
IFN4503	Corporate Finance	3(3-0-6)	-

V. Maximizing Human Value in a Digital Economy

Code	Course Title	Credits	Prerequisite
IHR4501	Artificial Intelligence in the Service Industry	3(3-0-6)	-
IHR4502	Robotics and Operations Management	3(3-0-6)	-
IHR4503	Optimizing Human Interaction	3(3-0-6)	-

3) Free Elective Courses (6 credits)

Students select 6 credits from the courses below or any other courses that are offered in an International Program under the permission of the academic advisors.

Code	Course Title	Credits	Prerequisite
IBA3701	Social Enterprise	3(3-0-6)	-
IBA3702	Project Management	3(3-0-6)	-
IHM3703	Risk and Crisis Management in Hospitality Industry	3(3-0-6)	-
IHM3704	Environmental Management for the Hospitality Industry	3(3-0-6)	-
IHM3705	MICE and Event Management	3(3-0-6)	-
IHM3706	Spa and Wellness Management	3(3-0-6)	-
IHM3707	Cruise Line Management	3(3-0-6)	-
IHM3708	Airline Business	3(3-0-6)	-
IHM3709	Restaurant Management	3(3-0-6)	-
IHM3710	Wine Science	3(3-0-6)	-
IFM4711	World Cuisines	3(2-3-5)	-

4) Supervised Field Training (10 credits 1,080 hrs.)

All students must undertake supervised field training in industry for a minimum of 1,080 hours.

Code	Course Title	No. of Hrs.	Credits	Prerequisite
IFM2801	Hospitality Supervisory Skills in Practice	180	2	IFM1306, IFM1307
IFM3802	Managerial Internship	900	8	Minimum of 85 credits earned