

**Bachelor of Business Administration Program in Hospitality Management**  
**(International Program)**  
**Revised Version 2022**

|                    |  |
|--------------------|--|
| <b>Institution</b> | Dusit Thani College  |
| <b>Campus</b>      | Bangkok Campus   |
| <b>Faculty</b>     | Faculty of International Hospitality Industry                |
| <b>Department</b>  | Department of Hospitality Management (International Program) |

|                                       |
|---------------------------------------|
| <b>Section 1: General Information</b> |
|---------------------------------------|

**1. Program name**

|                |  |
|----------------|--|
| <b>Thai</b>    | หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชาการจัดการการบริการ (หลักสูตรนานาชาติ)                         |
| <b>English</b> | Bachelor of Business Administration Program in Hospitality Management<br>(International Program) |

**2. Degree name**

|             |         |  |
|-------------|---------|--|
| Full Title  | Thai    | บริหารธุรกิจบัณฑิต (การจัดการการบริการ)                      |
|             | English | Bachelor of Business Administration (Hospitality Management) |
| Abbreviated | Thai    | บธ.บ. (การจัดการการบริการ)                                   |
|             | English | B.B.A. (Hospitality Management)                              |

## Section 3: Educational Management System, Implementation and Curriculum Structure

### 3. Curriculum and Faculty Members

#### 3.1 Curriculum

3.1.1 Number of credits 136 Credits

#### 3.1.2 Curriculum Structure

|  |                   |
|--|-------------------|
| <b>1. General Education Courses</b>        | <b>31 Credits</b> |
| 1.1 Science and Mathematics Courses        | 9 Credits         |
| 1.2 Language Courses                       | 12 Credits        |
| 1.3 Humanities and Social Sciences Courses | 10 Credits        |
| <b>2. Professional Courses</b>             | <b>89 Credits</b> |
| 2.1 Business Core Courses                  | 27 Credits        |
| 2.2 Major Required Courses                 | 32 Credits        |
| 2.3 Major Elective Courses                 | 30 Credits        |
| - Final Project Elective Courses           | 6 Credits         |
| - Major Concentration Courses              | 9 Credits         |
| - Foreign Language Courses                 | 15 Credits        |
| <b>3. Free Elective Courses</b>            | <b>6 Credits</b>  |
| <b>4. Supervised Field Training</b>        | <b>10 Credits</b> |

#### 3.1.3 Courses titles

The Bachelor of Business Administration Program in Hospitality Management, 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

Alphabet.

I = International Program

SM = Science and Mathematics

|    |   |   |
|----|---|---|
| LA | = | Language                                    |
| HS | = | Humanities and Social Sciences              |
| BA | = | Business Core                               |
| HM | = | Hospitality Management                      |
| FP | = | Final Project Elective                      |
| IN | = | Innovation for Sustainable Future           |
| MK | = | Marketing in a Digital Age                  |
| FN | = | Finance and Real Estate                     |
| HR | = | Maximizing Human Value in a Digital Economy |
| FL | = | Foreign Language                            |

Arabic Number;

First Digit = Year of study

Second Digit = Course categories code as follows

|   |   |  |
|---|---|--|
| 1 | = | General Education                            |
| 2 | = | Business Core                                |
| 3 | = | Major Required                               |
| 4 | = | Research Elective and Final Project Elective |
| 5 | = | Major Concentrations                         |
| 6 | = | Foreign Language                             |
| 7 | = | Free Elective                                |
| 8 | = | Supervised Field Training                    |

Third and Fourth Number = 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 (31 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 (12 credits)

| Code    | Course Title                       | Credits  | Prerequisite |
|---------|------------------------------------|----------|--------------|
| 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) | -            |

### 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 (89 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 (32 credits)

| Code    | Course Title                                   | Credits  | Prerequisite |
|---------|--|----------|--------------|
| IHM1301 | Introduction to the Hospitality Industry       | 2(2-0-4) | -            |
| IHM1302 | Bar Operations and Wine Knowledge              | 3(1-6-5) | -            |
| IHM1303 | Rooms Operations                               | 5(2-8-8) | -            |
| IHM1304 | Food and Beverage Service Operations           | 4(1-8-6) | -            |
| IHM1305 | Culinary Arts Operations                       | 3(1-6-5) | -            |
| 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) | -            |
| IHM3309 | Revenue Management in the Hospitality Industry | 3(3-0-6) | -            |
| IHM3310 | Hospitality Financial Analysis                 | 3(3-0-6) | IHM2308      |

## 2.3) Major Elective Courses (30 credits)

### 2.3.1 Final Project Elective Courses (6 credits)

Student must choose one subject of the followings

| 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      |

### 2.3.2 Major Concentration Courses (9 Credits)

Student must choose one concentration of the followings.

#### I. 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) | -            |

## II. 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) | -            |

## III. 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) | -            |

## IV. 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) | -            |

### 2.3.3 Foreign Language Courses (15 credits)

Students must choose one language from the three following.

#### Chinese language

| Code    | Course Title                    | Credits  | Prerequisite |
|---------|---------------------------------|----------|--------------|
| IFL1601 | Chinese I                       | 3(3-0-6) |              |
| IFL1602 | Chinese II                      | 3(3-0-6) | IFL1601      |
| IFL2603 | Communication skills in Chinese | 3(3-0-6) | IFL1602      |
| IFL2604 | Business Chinese                | 3(3-0-6) | IFL1602      |
| IFL3605 | Chinese for Hospitality         | 3(3-0-6) | IFL1602      |

### Japanese language

| Code    | Course Title                     | Credits  | Prerequisite |
|---------|----------------------------------|----------|--------------|
| IFL1606 | Japanese I                       | 3(3-0-6) | -            |
| IFL1607 | Japanese II                      | 3(3-0-6) | IFL1606      |
| IFL2608 | Communication skills in Japanese | 3(3-0-6) | IFL1607      |
| IFL2609 | Business Japanese                | 3(3-0-6) | IFL1607      |
| IFL3610 | Japanese for Hospitality         | 3(3-0-6) | IFL1607      |

### French language

| Code    | Course Title                   | Credits  | Prerequisite |
|---------|--------------------------------|----------|--------------|
| IFL1611 | French I                       | 3(3-0-6) | -            |
| IFL1612 | French II                      | 3(3-0-6) | IFL1611      |
| IFL2613 | Communication Skills in French | 3(3-0-6) | IFL1612      |
| IFL2614 | Business French                | 3(3-0-6) | IFL1612      |
| IFL3615 | French for Hospitality         | 3(3-0-6) | IFL1612      |

### 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) | -            |



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

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

| Code    | Course Title                               | No. of Hrs. | Credits | Prerequisite                                |
|---------|--|-------------|---------|---|
| IHM2801 | Hospitality Supervisory Skills in Practice | 180         | 2       | IHM1302,<br>IHM1303,<br>IHM1304,<br>IHM1305 |
| IHM3802 | Managerial Internship                      | 900         | 8       | Minimum of<br>85 credits<br>earned          |