

Bachelor of Business Administration Program in Hospitality Industry Management

(International Program)

Revised Program 2014

Program Structure

Curriculum Structure and Course Credits

To be eligible for the degree of Bachelor of Business Administration (Hospitality Industry Management), a student must earn at least 123 credits distributed as follows and maintain a minimum grade point average of 2.0.

1. General Education Courses	30 Credits
1.1 Humanities and Social Science	9 Credits
1.2 Science and Mathematics	6 Credits
1.3 Language Competency	15 Credits
2. Major Courses	87 Credits
2.1 Business Core Courses	33 Credits
2.2 Major Required Courses	42 Credits
2.3 Major Elective Courses	12 Credits
3. Free Elective Courses	6 Credits
Total Number of Credits	123 Credits

1. General Education Courses

1.1 Humanities and Social Science 9 Credits

GE 101 THE PATH TO WISDOM 3 (2-2-5) Credits
Learning methods and self-directed learning in an ethical and responsible manner from various sources. Communicative competence in the current world and analytical thinking skills in social, economic, political, cultural, ethical, virtuous, and ASEAN environmental issues.

GE 111 TRUTH AND SERVICE 3 (3-0-6) Credits
The history and background of Payap University, truth investigation of oneself, basic human rights, duties to self and to others, personality development in promoting public consciousness and recognizing to serve others, communities, and societies based on virtue ethics.

GE 112 PEACE AND AESTHETICS OF LIFE 3 (3-0-6) Credits
Globalization and its various impacts on individuals and society, aesthetics appreciation promotion via multi-cultural studies, peacemaking and conflict resolution guidelines, and good attitude formation of a coexistence society.

1.2 Science and Mathematics

6 Credits

GE 105 SCIENCE AND TECHNOLOGY FOR QUALITY OF LIFE AND ENVIRONMENT 3 (3-0-6) Credits

Global and energy phenomena, scientific and technological advances on social and environmental changes, utilization of natural resources for sustainable development.

GE 106 LOGIC AND MATHEMATICS FOR DAILY LIVING 3 (3-0-6) Credits

Logic, basic mathematics, and probability for making decisions in daily living. Analytical thinking skills, reasoning, and arguments of fact.

1.3 Language Competency

15 Credits

GE 121 THAI I 3 (3-0-6) Credits

Vocabulary building and pronunciation, developing listening and speaking skills, making short sentences, practicing listening and speaking for communication

GE 122 THAI II (Prerequisite: GE 121) 3 (3-0-6) Credits

Listening, speaking, reading and writing skills in the Thai language. Reading and writing skills for communication.

GE 123 THAI III (Prerequisite: GE 122) 3 (3-0-6) Credits

Listening, speaking, reading and writing different forms of the Thai language

GE 124 THAI IV (Prerequisite: GE 123) 3 (3-0-6) Credits

Listening, speaking, reading and writing skills in the Thai language, expressing ideas and writing essays

GE 125 THAI V (Prerequisite: GE 124) 3 (3-0-6) Credits

Communicative skills in listening, speaking, reading, writing, thinking, critical analyzing and summarizing for colloquial usage and studies in university

GE 131 ENGLISH READING 3 (3-0-6) Credits

Reading skills for a variety of selections and enhance knowledge in various areas, comprehension of sentence structure, contextualization, reading for main idea, specific details, interpretation, and summarizing in an outline form

GE 132 ENGLISH LISTENING AND SPEAKING 3 (3-0-6) Credits

English speaking skills to communicate ideas in different situations, pronunciation, commonly used idioms, and essential colloquial usage

GE 133 ENGLISH PARAGRAPH WRITING 3 (3-0-6) Credits

English grammatical rules governing words, phrases and sentences, answering essay-type questions. Writing one-paragraph essays of narrative, descriptive, and expository styles.

GE 134 RESEARCH PAPER WRITING 3 (3-0-6) Credits
(Prerequisite: GE 133 or a native speaker of English)
Introduction to research skills, research paper writing with well-organized information, correct research paper format, grammar, and citation

2. Major Courses

At least 87 Credits

2.1 Business Core Courses

33 Credits

IIT 100 PREPARATORY MATHEMATICS 0 (3-0-6) Credits
This course is designed for students who need to gain skills in basic mathematics and learn how to solve mathematical problems. The course covers all the topics necessary to be successful in advanced mathematics.

IBM 111 FINANCIAL ACCOUNTING 3 (3-0-6) Credits
Terminology, objectives and importance of accounting. Utilization of accounting information, preparation of accounts, knowledge of the principles, preparation of financial statements and ethical practices.

AC 319 MANAGERIAL ACCOUNTING 3 (3-0-6) Credits
(Prerequisite: MG 109, AC 111, IBM 111)
Objectives and scope of cost and managerial accounting, contribution margin, variable and fixed cost behavior analysis. The use of cost accounting data for decisions and prepare for budgeting statement and transfer pricing.

BA 200 BUSINESS STATISTICS 3 (3-0-6) Credits
(Prerequisite: IIT 100)
Statistics for business decisions, probability analysis, application in business, statistical estimation, hypothesis testing, parameters, variance analysis, simple regression, correlation and data analysis.

BA 201 PRODUCTION AND OPERATION MANAGEMENT 3 (3-0-6) Credits
(Prerequisite: MG 109)
Planning, implementation and control of products and services. Product design and implementation process. Technology related to operations and production. Quality management, project management, forecasting, inventory management, capacity planning, resource requirements, and supply chain management.

EC 101 PRINCIPLES OF MICROECONOMICS 3 (3-0-6) Credits
The economic theory, value of pricing and allocation of resources, consumer behavior and the factors that determine demand and supply of goods. Price setting and factors of production in a competitive market with perfect competition and imperfect competition.

EC 102 PRINCIPLES OF MACROECONOMICS 3 (3-0-6) Credits
(Prerequisite: EC 101)
Principles of economic and national income, behavioral consumption, savings and investment, the role of government, theory of money and banking, fiscal policy, inflation and deflation, employment and unemployment, international trade and finance, and economic development.

FN 209 BUSINESS FINANCE 3 (3-0-6) Credits
(Prerequisite: AC 111, IBM 111)
Financial goals, financial functions, financial statement analysis, planning, forecasting, working capital, budgeting, capital resources, cost of capital, and dividend policy.

LA 102 BUSINESS LAW 3 (3-0-6) Credits
Laws related to business and the operation of business activities. Purchasing mortgage loans, secured transaction law, Thai property law, financial pledges, equity stock and bond debt and bills of exchange.

MG 109 ORGANIZATION AND MANAGEMENT 3 (3-0-6) Credits
Basic concepts of business, business functions, business environment, types of organizations, principles of management, management functions, planning, organizing, directing and controlling. The management code of ethics.

MG 409 STRATEGIC MANAGEMENT 3 (3-0-6) Credits
Concept of strategic management analysis, opportunities and threats arising from changing environments, competitor analysis, analysis of business strengths and weaknesses, formulate strategies with managerial tools and implementation and assessment of strategies.

MK109 PRINCIPLES OF MARKETING 3 (3-0-6) Credits
Basic concepts and functions of marketing. Marketing environment, marketing information systems, marketing research, consumer behavior, market segmentation, target market, product positioning, product management, pricing, distribution channels, integrated marketing communication, social marketing, and ethics for marketers.

2.2 Major Required Courses 42 Credits

HIM 111 INTRODUCTION TO HOSPITALITY INDUSTRY MANAGEMENT 3 (3-0-6) Credits
General knowledge of hospitality industry, types of hospitality industry, principles of hospitality industry management, the importance of the hospitality industry. Human resource management, lodging, resorts, receptions, public relations, food and beverage, housekeeping, tourism enterprise, conventions, events, customer services. Culture and economic trend and career opportunity in hospitality industry.

HIM 112 TOURISM BUSINESS MANAGEMENT 3 (3-0-6) Credits
Basic knowledge of tourism business, related business, impacts of tourism on economics society, and culture, role and the importance of tourism planning on society and communities, and tourism organizations.

HIM 211 INFORMATION TECHNOLOGY FOR HOSPITALITY INDUSTRY 3 (3-0-6) Credits
Computer networks, information system, database management for hospitality industry, An Examples of application of information technology, usage of computer software packages in hospitality industry such as hotel industry and ticketing, importance of Android and IOS systems for tourism industry.

HIM 212 HOTEL OPERATION AND MANAGEMENT 3 (2-2-5) Credits

History of hotel operation and management. Theories and principles of hotel operation and management, organizational structure, leadership and decision-making process, roles and responsibilities of the front office and housekeeping department, usage of information technology, risk management, budgeting and administration, the practice of simulation.

HIM 213 PASSENGER TRANSPORTATION MANAGEMENT 3 (3-0-6) Credits

Principles and theories of transportation, passenger transportation, organization and planning, roles, regulations and functions of international major transportation; airlines, cruise lines and land transportation in the development of international tourism.

HIM 214 SERVICE PSYCHOLOGY AND SERVICE OPERATION MANAGEMENT

3 (3-0-6) Credits

Importance of the service industry, concepts, service characteristics, service quality, the multi-disciplinary approach of psychology, concepts and theories, the principles and application of service operation management for service business.

HIM 311 RESEARCH METHODS FOR HOSPITALITY INDUSTRY 3 (3-0-6) Credits

Basic principles of research, research ethics, problem statement, research design, writing a research proposal, research methods and statistics, data collection, data analysis and interpretation, writing a research paper.

HIM 312 MICE OPERATION AND MANAGEMENT 3 (2-2-5) Credits

Definition and importance of MICE (Meetings, Incentives, Conventions and Exhibitions) in hospitality industry, forms and terminology of activities, principle of MICE management, MICE business related organizations both national and international MICE business.

HIM 313 FOOD AND BEVERAGE OPERATION AND MANAGEMENT

3 (3-0-6) Credits

Structure, function and responsibility of food and beverage department, design and structure of restaurant area, safety consideration, quality control, food and beverage cost control, pricing strategy and laboratory practices.

HIM 314 INTERNATIONAL CUISINE COOKING AND PREPARATION

3 (3-0-6) Credits

History and type of foods, methods and tools used for international food preparation, selection of ingredients, processing and storage of raw materials, health and sanitation issues, culinary terminology and techniques, planning, workflow management, production control, food decoration, vegetables and fruit carving.

HIM 315 HOSPITALITY INDUSTRY MARKETING 3 (3-0-6) Credits

Market segmentation, target group, service marketing mix and market positioning. The principles and planning processes, techniques and strategies in developing hospitality market: local and international markets, concepts and factors affecting hospitality marketing, influences of social media on hospitality industry.

HIM 316 HUMAN RESOURCE MANAGEMENT FOR HOSPITALITY INDUSTRY

3 (3-0-6) Credits

Concept, principles, methods and human resource management strategic planning in hospitality industry. roles of government in hospitality industry, labor law and case study.

HIM 492 HOSPITALITY INDUSTRY SEMINAR 3 (3-0-6) Credits
(Prerequisite: passed major courses at least 30 credits)
Current topics and issues in hospitality industry, emphasizing analysis and problem-solving.
Research presentation, discussion and report writing.

HIM 495 INTERNSHIP 3 (0-18-9) Credits
(Prerequisite: passed major courses at least 24 credits)
Provides an opportunity for students to apply knowledge learned into practical situations at international standard hotels in Thailand. Gain real world experience outside the classroom and adaptability to work in hospitality industry organization.

2.3 Major Elective Courses

12 Credits

HIM 420 LAW FOR HOSPITALITY INDUSTRY 3 (3-0-6) Credits
Roles and responsibilities of the hospitality industry towards customers and society. Concept of business ethics, laws of hospitality industry, and professional ethics in the hospitality industry. Ethical issues in the hospitality industry and their solutions.

HIM 421 REVENUE MANAGEMENT IN HOSPITALITY INDUSTRY 3 (3-0-6) Credits
Importance of revenue management, forecasting demands by market segment, pricing strategy for each target market, overbooking management, principles of food and beverage control and management, actual and standard cost comparison, reporting and performance, the relationship of the revenue management with other departments within the organization as well as the role and responsibilities of the manager.

HIM 422 HOSPITALITY INDUSTRY FACILITY DESIGN AND MANAGEMENT 3 (3-0-6) Credits
Buildings and facilities system and design and their management in hospitality industry, safe and secure system, feasibility studies of buildings and possible renovation of a service facility, principles of work flow analysis, equipment selection and appropriate to the overall layout and design.

HIM 423 TOURISM PLANNING AND DEVELOPMENT 3 (3-0-6) Credits
Definition and concepts of tourism planning and development, roles and policies of government and international organizations in tourism development, factors affecting tourism, evaluation of the potential of tourism resources, planning and development of sustainable tourism.

HIM 424 HEALTH TOURISM MANAGEMENT FOR SENIOR AND DISABLED PEOPLE 3 (3-0-6) Credits
General knowledge of health tourism for senior and disable people, types of health tourism for senior and disable people, management of health tourism for senior and disable people, development of products for senior and disable people, types of tourism and accommodation for senior and disable people to international standard.

HIM 425 AIRLINE INDUSTRY MANAGEMENT 3 (3-0-6) Credits
Introduction to airline business and passenger transportation, online booking and ticketing. Connecting flight management, Onboard and on ground service operation, airline industry laws, type of budget airline and sale strategy.

HIM 426 SERVICE MANAGEMENT IN HOSPITAL 3 (3-0-6) Credits
Concept and general knowledge of service system in hospital and knowledge of sanatorium patients, the differences of customers' needs and owners' needs in service between hospital and other service businesses, understanding of adaption and useful of accommodation service system to service system in hospital to achieve better patient flow, outcomes, safety, satisfaction for both customers and owners in higher international standards.

HIM 427 BASIC SPA BUSINESS OPERATION AND MANAGEMENT 3 (3-0-6) Credits
History and development of spa, evaluation and change. Types of spa and introduction to spas business, trend of spas business.

HIM 428 SPECIAL EVENT AND FESTIVAL MANAGEMENT 3 (3-0-6) Credits
Principles of festival and special event management, impacts of various event organizing in different professional views, the role of related international organization, management, follow up on changes in different event management, trends of event management.

HIM 429 CROSS CULTURAL MANAGEMENT 3 (3-0-6) Credits
Principles of cross cultural management, cultural values and the importance of cultural differences, interpersonal approaches and cross-cultural interactions in organizations, intercultural communication, challenges in managing cultural differences, issues relating to cross-cultural problem solving, leadership across cultures, motivation and decision making, the dynamics of multi-cultural teams, managing conflict and conducting business negotiations in service industry.

HIM 491 INDEPENDENT STUDY IN CURRENT ISSUES FOR HOSPITALITY INDUSTRY 3 (1-4-4) Credits
Student has selected a subject from his/her own perspective and chosen problem selection of current issues in inbound and outbound tourism industry by describing and discussing case study under the instructor's supervision.

HIM 496 CO-OPERATIVE EDUCATION IN HOSPITALITY INDUSTRY 9 (0-40-20) Credits

(Prerequisite: HIM 492)

Student internship with requirement of professional preparation prior to the training. Student needs to works in real setting in relation to hospitality industry management for first-hand experience.

3. Free Elective Courses

At least 6 Credits

Students must select additional 6 credits hours from among the courses offered by other departments in the International Programs.

Study Plan

Students who do not take Co-operative Education.

Year	Semester 1			Semester 2		
1	IIT 100	Preparatory Mathematics	0(3-0-6)	GE 101	The Path to Wisdom	3(2-2-5)
	GE 105	Science and Technology for Quality of Life and Environment	3(3-0-6)	GE 106	Logic and Mathematic for Daily Living	3(3-0-6)
	GE 111	Truth and Service	3(3-0-6)	GE 112	Peace and Aesthetic of Life	3(3-0-6)
	IBM 111	Financial Accounting	3(3-0-6)	MK109	Principles of Marketing	3(3-0-6)
	HIM 111	Introduction to Hospitality Industry Management	3(3-0-6)	HIM 112	Tourism Business Management	3(3-0-6)
	GE xxx	Language I	3(3-0-6)	GE xxx	Language II	3(3-0-6)
	Total		15 Credits	Total		18 Credits
2	BA 200	Business Statistics	3(3-0-6)	EC 102	Principles of Macroeconomics	3 (3-0-6)
	EC 101	Principles of Microeconomics	3(3-0-6)	BA 201	Production and Operation Management	3(3-0-6)
	MG109	Organization and Management	3(3-0-6)	HIM 212	Hotel Operation and Management	3(2-2-5)
	FN 209	Business Finance	3(3-0-6)	HIM 213	Passenger Transportation Management	3(3-0-6)
	HIM 211	Information Technology for Hospitality Industry	3(3-0-6)	HIM 214	Service Psychology and Service Operation Management	3(3-0-6)
	GE xxx	Language III	3(3-0-6)	GE xxx	Language IV	3(3-0-6)
	Total		18 Credits	Total		18 Credits
3	LA 102	Business Laws	3(3-0-6)	MG 409	Strategic Management	3(3-0-6)
	AC 319	Managerial Accounting	3(3-0-6)	HIM 313	Food and Beverage Operation and Management	3(2-2-5)
	HIM 311	Research Methods for Hospitality Industry	3(3-0-6)	HIM 314	International Cuisine Cooking and Preparation	3(2-2-5)
	HIM 312	MICE Operation and Management	3(2-2-5)	HIM 315	Hospitality Marketing	3(3-0-6)
	GE xxx	Language V	3(3-0-6)	HIM 316	Human Resource Management for Hospitality Industry	3(3-0-6)
	Total		15 Credits	Total		15 Credits

Summer	HIM 495 Internship				3(0-18-9)	
	Total					3 Credits
4	HIM 492	Hospitality Seminar	3(3-0-6)	Major Elective		3(x-x-x)
	Major Elective		3(x-x-x)	Major Elective		3(x-x-x)
	Major Elective		3(x-x-x)	Free Elective		3(x-x-x)
	Free Elective		3(x-x-x)			
	Total		12 Credits		Total	9 Credits