



**Bachelor of Business Administration Program in Hospitality Industry Management
(International Program)
Revised Program 2019**

Program Structure

Curriculum Structure and Course Credits

To be eligible for degree of Bachelor of Business Administration Program in Hospitality Industry Management, a student must earn at least 132 credits distributed as follows, and maintain a minimum grade point average of 2.0.

1. General Education Courses	30 Credits
1.1 Social Sciences and Humanities Courses	9 Credits
1.2 Mathematics, Sciences and Technology Courses	9 Credits
1.3 Language Competency for Communication Courses	12 Credits
2. Major Courses	at least 96 Credits
2.1 Business Core Courses	36 Credits
2.2 Major Required Courses	48 Credits
2.3 Major Elective Courses	at least 12 Credits
3. Free Elective Courses	at least 6 Credits
Total Number of Credits	132 Credits

Note:

1. The numbers after each course (e.g., 3 (3-0-6)) represent the credits, lecture hours, laboratory/practice hours, and self-study hours, respectively.
2. It is the responsibility of the student to meet all prerequisite requirements. Students may not be allowed to take a course if its prerequisites have not been satisfactorily passed.

1. General Education Courses 30 Credits

1.1 Social Sciences and Humanities courses 9 Credits

Students are required to take 9 credits from the Social Sciences and Humanities courses.

GE 111 TRUTH AND SERVICE 3 (3-0-6) Credits
History of Payap University. Examining one's inner self for truthfulness. Exercising character development for service consciousness. Being conscious to morally and ethically serve other people, your country and society. Practicing life skills based on a sufficiency economy and apply them to daily life.

GE 113 A PATH TO WISDOM 3 (2-2-5) Credits
Methods of learning and acquiring knowledge morally and responsibly by oneself from a variety of sources or information technology. Having holistic thinking skills pertaining to social, economic, political, culture, ethical, moral, and environmental issues of Thai, ASEAN, and global communities.

GE 114 CITIZENSHIP, GOOD GOVERNANCE AND PEACE 3 (3-0-6) Credits
Creating awareness of responsibility for being a valued citizen for Thai as well as global community. Exploring human rights with respect to human value. Learning about dishonesty and corruption in the Thai community. Learning about measurements and mechanisms for preventing and solving corruption problems. Employing good governance in life, coupled with living together in harmony.

1.2 Mathematics, Sciences and Technology courses 9 Credits

Students are required to take 9 credits from the Mathematics, Sciences and Technology courses.

GE 141 MATHEMATICS FOR DAILY LIFE 3 (3-0-6) Credits
Fundamental mathematics and mathematics for everyday life, probability, analysis of fundamental mathematical and statistical data.

GE 142 HEALTH MYTHS 3 (3-0-6) Credits
General knowledge of wellness, health development in everyday life, food consumption, physical exercise, emotional management, prevention and treatment of common health problems.

GE 143 SCIENCE AND INFORMATION TECHNOLOGY FOR THE QUALITY OF LIFE 3 (3-0-6) Credits
Learning scientific and information technology processes for daily life. Computer safety and ethics, wise judgment in selection of IT, including impacts of technology on humans and society.

1.3 Language Competency for Communication Courses 12 Credits

Students are required to take 12 credits from Language Competency for Communication courses. Three credits for an English course and 9 credits for another language (not first language or native language).

1.3.1 English Language Course 3 Credits

GE 137 WRITING SKILLS AND ACADEMIC PRESENTATIONS 3 (3-0-6) Credits
Essential skills needed for academic writing and presentations. Interpretation of works assigned. Usage of vocabulary and language structure. Writing essays or report papers. Practice and present academic writing formally and informally.

1.3.2 Other Language Options Courses (not first language or native language) 9 Credits

GE 128 THAI FOR CROSS-CULTURAL COMMUNICATION 3 (3-0-6) Credits
Thai communication for multicultural comprehension, expressing opinions for proper cross-cultural communication.

GE 129 THAI THROUGH MEDIA FOR LIFELONG LEARNING 3 (3-0-6) Credits
Learning Thai from printed material and electronic media and being able to understand, respond, and express opinions

GE 421 THAI IN THE WORKPLACE 3 (3-0-6) Credits
Thai in the work place and conversation in different working situations.

GE 151 CHINESE FOR CROSS-CULTURAL COMMUNICATION 3 (3-0-6) Credits
Chinese communication for multicultural comprehension, expressing opinions for proper cross-cultural communication.

GE 152 CHINESE THROUGH MEDIA FOR LIFELONG LEARNING 3 (3-0-6) Credits
Learning Chinese from printed material and electronic media and being able to understand, respond, and express opinions.

GE 451 CHINESE IN THE WORKPLACE 3 (3-0-6) Credits
Chinese in the work place and conversation in different working situations.

GE 161 JAPANESE FOR CROSS-CULTURAL COMMUNICATION 3 (3-0-6) Credits
Japanese communication for multicultural comprehension, expressing opinions for proper cross-cultural communication.

GE 162 JAPANESE THROUGH MEDIA FOR LIFELONG LEARNING 3 (3-0-6) Credits
Learning Japanese from printed material and electronic media and being able to understand, respond, and express opinions.

GE 461 JAPANESE IN THE WORKPLACE 3 (3-0-6) Credits
Japanese communication for multicultural comprehension, expressing opinions for proper cross-cultural communication.

GE 171 GERMAN FOR CROSS-CULTURAL COMMUNICATION 3 (3-0-6) Credits
German communication for multicultural comprehension, expressing opinions for proper cross-cultural communication.

GE 172 GERMAN THROUGH MEDIA FOR LIFELONG LEARNING 3 (3-0-6) Credits
Learning German from printed material and electronic media and being able to understand, respond, and express opinions.

GE 471 GERMAN IN THE WORKPLACE 3 (3-0-6) Credits
German language for job applications and in the workplace. Reading, writing and conversation in different working situations.

2. Major Courses **at least 96 Credits**
Student who enrolled in this program are required to take major courses and earn a minimum GPA of 2.00.

2.1 Business Core Courses **36 Credits**
Student who enrolled in this program are required to take major courses and earn a minimum GPA of 2.00. Students are required to take 36 credits from business core courses as follows:

IBM 110 ACCOUNTING FOR BUSINESS 3 (3-0-6) Credits
Definition, objectives and ethics of accountants, benefits of accounting information, accounting framework, accounting principles, preparation of financial reports and concepts of value-added-tax.

IBM 120 BUSINESS ECONOMICS 3 (3-0-6) Credits
General concepts of economics, economic system, demand, supply, equilibrium price and output, consumer theory, producer theory, cost of production, pricing, and factors of production in perfect competition and imperfect competition, inflation, deflation, monetary policy, and international financial matters.

IBM 151 ORGANIZATION AND MANAGEMENT 3 (3-0-6) Credits
Basic concept of local and international business, functions of business, business environment, development of management, characteristics of organization, principles and functions of management,

and management code of ethics.

IBM 152 BUSINESS STATISTICS 3 (3-0-6) Credits
Statistics for business decisions, probability analysis, application in business, statistical estimation, hypothesis testing, parameters, variance analysis, simple regression, correlation and data analysis.

IBM 170 PRINCIPLES OF MARKETING 3 (3-0-6) Credits
Basic concepts and functions of marketing, marketing environment, marketing information systems, marketing research, consumer behaviour, marketing segmentation, target market, product positioning, product management, pricing, distribution channels, integrated marketing communication, social marketing and ethics for marketers.

IBM 230 BUSINESS FINANCE 3 (3-0-6) Credits
(Prerequisite: IBM 110)
Introduction to the principles of financial management financial goals, financial functions, financial planning, forecasting of cash flows, working capital, capital resources, cost of capital, dividend policy and other financial management tools.

IBM 255 PRODUCTION AND OPERATIONS MANAGEMENT 3 (3-0-6) Credits
(Prerequisite: IBM 151)
Planning, implementation and control of products and services, product design and implementation process, materials management, quality and productivity, technology related to operations and production, supply chain management.

IBM 280 BUSINESS LAW 3 (3-0-6) Credits
Legal framework of business management and operations, laws related to sale, rent, hire-purchase, loan, warranty, mortgage, pledges, money market, equity instruments, bond and legal of electronic documents.

IBM 311 MANAGERIAL ACCOUNTING 3 (3-0-6) Credits
(Prerequisite: IBM 110)
Objectives and framework of cost and managerial accounting, cost behaviour analysis, cost estimation, cost information for decision making, and the use of managerial accounting information for management.

IBM 312 BUSINESS TAXATION 3 (3-0-6) Credits
Rules and regulatory code, personal income tax, withholding tax, corporate tax, value-added tax, excise tax, tariff, specific business tax, revenue stamp, property tax, house and land tax, label tax, and business tax planning.

IBM 360 BUSINESS ETHICS AND SUSTAINABLE DEVELOPMENT 3 (3-0-6) Credits
Knowledge of business ethics, roles of business for society, impact of globalization on business operations, responsibilities of business to stakeholders, business sustainability and social responsibility.

IBM 458 STRATEGIC MANAGEMENT 3 (3-0-6) Credits
(Prerequisite: IBM 170, IBM 230 and IBM 255)
Concepts of organizational management strategy, process and frameworks of strategic management, opportunities and threats arising from changing of internal and external environments, analysis of business strengths and weaknesses, formulate strategies with managerial tools.

2.2 Major Required Courses **at least 48 Credits**

Students are required to take 48 credits from the major required courses as follows:

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 131 INTRODUCTION TO TOURISM 3 (3-0-6) Credits

Fundamental understanding of tourism industry, including the scope of the industry; components of tourism, history and evolution of tourism industry on an international basis, various segments in tourism industry, the relationship between tourism and economy, socio-culture and environment as well as trends of tourism development.

HIM 212 HOTEL OPERATION AND MANAGEMENT 3 (1-4-4) Credits

History of hotel operation and management. Theories and principles of hotel operation and management, cultural diversity, 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 232 TOURISM BUSINESS MANAGEMENT 3 (3-0-6) Credits

Basic knowledge about the tourism business management, operational environment and fundamentals of the business of different tour operators and travel agencies.

HIM 233 SUSTAINABLE TOURISM MANAGEMENT 3 (3-0-6) Credits

Concepts of sustainability that affect the tourism industry; the range of tourism developments to maintain environmental, socio-cultural and economic.

HIM 241 SERVICE PSYCHOLOGY AND SERVICE OPERATION MANAGEMENT 3 (3-0-6) Credits

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

HIM 242 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 313 FOOD AND BEVERAGE OPERATION AND MANAGEMENT 3 (1-4-4) Credits

Structure, function and responsibility of food and beverage department, beverage knowledge, design and structure of restaurant area, food service style across culture, safety consideration, quality control, food and beverage cost control, pricing strategy and laboratory practices. Information technology for Food service.

HIM 314 INTERNATIONAL CUISINE COOKING AND PREPARATION 3 (1-4-4) Credits

History and type of foods, methods and tools used for international food preparation, cross-cultural cuisine, 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 334 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, cultural heritage, planning and development for sustainable tourism

HIM 343 MICE OPERATION AND MANAGEMENT 3 (1-4-4) Credits

Definition and importance of MICE (Meetings, Incentive, Convention and Exhibitions) in hospitality industry, forms and terminology of activities, principles of MICE management, MICE management in cross-cultural environment, MICE business related organizations both national and international MICE business. Planning and organizing MICE related events. Information technology for MICE business.

HIM 344 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 human resource case study in a cross cultural environment.

HIM 345 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 492 HOSPITALITY INDUSTRY SEMINAR

3 (3-0-6) Credits

(Condition: passed major required courses at least 30 credits)

Current topics and issues in hospitality industry, emphasizing analysis and problem- solving. Research presentation, discussion and report writing in the context of cross cultural environment in the context of cross cultural environment.

HIM 496 CO-OPERATIVE EDUCATION IN HOSPITALITY INDUSTRY

6 (0-40-20) Credits

(Condition: passed major required courses at least 36 credits and GPA at least 2.00)

Students have to work as a trainee or a temporary employee in real setting in relation to hospitality industry management for first-hand experience. at least 16 weeks one semester. After accomplished, students have to submit an academic report and present their task performance to the lecturers of their major. The evaluation criteria are based on the evaluation results from the Co-operative Education advisor, the organization supervisor and student's academic report.

2.3 Major Elective Courses

at least 12 Credits

Students are required to take 12 credits of the following courses

HIM 411 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 412 SPA MANAGEMENT FOR HOTEL

3 (3-0-6) Credits

History and development of spa, evolution and change, impact of spa on hotel industry. Types of spa and spa management, spa design process, spa layout for hotel. Trend of spa business on global economy.

HIM 413 RESTAURANT AND BANQUET MANAGEMENT

3 (3-0-6) Credits

Principles of restaurant and banquet management, restaurant design and set up, organization and management of restaurant and banquet, menu planning, pricing, inventory analysis and sanitation standard.

HIM 431 CULTURAL HERITAGE TOURISM

3 (3-0-6) Credits

Relationship between heritage and tourism; heritage management in Asian and Western perspectives; theoretical framework; analysis of management and its impacts; interpretation; and sustainable management.

HIM 432 HEALTH TOURISM MANAGEMENT

3 (3-0-6) Credits

Understanding the concepts of health tourism for senior citizen and other groups, the evolution and growth of health tourism, type of health tourism management, tourist behavior and motivation, marketing and hospitality services.

HIM 433 GASTRONOMIC TOURISM 3 (3-0-6) Credits

A survey of the wide variety of culinary tourism activities available in different regions and countries, an introduction to the creation and marketing of food and beverage-related tourism experiences, gastronomic tourism model, the role of both the producer and the consumer in the gastronomic tourism industry, emerging trends and issues in gastronomic tourism field.

HIM 441 AIRLINE INDUSTRY MANAGEMENT 3 (3-0-6) Credits

Introduction to airline business and passenger transportation, airline product, online booking. Connecting flight management, On board and on ground service operation, airline industry regulatory, type of budget airline and strategy.

HIM 442 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 443 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 491 INDEPENDENT STUDY IN CURRENT ISSUES FOR HOSPITALITY INDUSTRY

3 (0-6-3) Credits

Students select a subject from the current issues, problems, challenges in hospitality areas, conduct research project under the instructor's supervision.

HIM 494 SERVICE LEARNING 3 (1-4-4) Credits

Education approach of growing academically, pre-professionally, personally and civically through participation in service learning experience, applying knowledge from the classroom to meet the real needs in the community.

3. Free Elective Courses **at least 6 Credits**

Students have to select courses in any undergraduate programs offered at Payap University for at least 6 credits.

Study Plan

Suggested study plan for students who want to take HIM 496 Cooperative Education in Hospitality Industry.

Year of Study	Semester 1			Semester 2			
1	GE 143	Science and Information Technology for the Quality of Life	3(3-0-6)	GE 113	A Path to Wisdom	3(2-2-5)	
	IBM 110	Accounting for Business	3(3-0-6)	GE 141	Mathematics for Daily Life	3(3-0-6)	
	IBM 151	Organization and	3(3-0-6)	IBM 120	Business Economics	3(3-0-6)	
	HIM 111	Introduction to Hospitality Industry Management	3(3-0-6)	IBM 170	Principles of Marketing	3(3-0-6)	
	GE 111	Truth and Service	3(3-0-6)	HIM 131	Introduction to Tourism	3(3-0-6)	
	GE xxx	Language I	3(3-0-6)	GE xxx	Language II	3(3-0-6)	
Subtotal			18	Subtotal			18
2	GE 114	Citizenship, Good Governance and Peace	3(3-0-6)	GE 137	Writing Skills and Academic Presentations	3(3-0-6)	
	IBM 230	Business Finance	3(3-0-6)	GE 142	Health Myths	3(3-0-6)	
	HIM 232	Tourism Business	3(3-0-6)	IBM 152	Business Statistics	3(3-0-6)	
	HIM 233	Sustainable Tourism	3(3-0-6)	IBM 255	Production and Operations	3(3-0-6)	
	HIM 242	Hospitality Industry	3(3-0-6)	HIM 212	Hotel Operation and Management	3(1-4-4)	
	GE xxx	Language III	3(3-0-6)	HIM 241	Service Psychology and Service Operation Management	3(3-0-6)	
Subtotal			18	Subtotal			18
3	IBM 280	Business Law	3(3-0-6)	IBM 312	Business Taxation	3(3-0-6)	
	IBM 311	Managerial Accounting	3(3-0-6)	IBM 360	Business Ethics and Sustainable Development	3(3-0-6)	
	HIM 334	Tourism Planning and Development	3(3-0-6)	HIM 313	Food and Beverage Operation and Management	3(1-4-4)	
	HIM 343	MICE Operation and Management	3(1-4-4)	HIM 314	International Cuisine Cooking and Preparation	3(1-4-4)	
	HIM 344	Human Resource Management for Hospitality Industry	3(3-0-6)	HIM 345	Cross Cultural Management	3(3-0-6)	
	HIM xxx	Major Elective I	3(x-x-x)	HIM xxx	Major Elective II	3(x-x-x)	
Subtotal			18	Subtotal			18
4	IBM 458	Strategic Management	3(3-0-6)	HIM 496	Co-operative Education in Hospitality Industry	6(0-40-20)	
	HIM 492	Hospitality Industry	3(3-0-6)				
	HIM xxx	Major Elective III	3(x-x-x)				
	HIM xxx	Major Elective IV	3(x-x-x)				
	Free Elective I		3(x-x-x)				
	Free Elective II		3(x-x-x)				
Subtotal			18	Total			6