

COURSE DESCRIPTION
Bachelor of Business Administration Program in Hospitality and Tourism Management
DPU International College, Dhurakij Pundit University
135 Credits

General Education Course Description

Humanities

GE 150 Physical Education for Quality for Life **1 (1-1-1)**

Basic knowledge and skills for physical fitness and mental health; physical exercise and recreational activities to promote values, ethics, sportsmanship, and quality of life.

GE 169 Holistic Approach to Life **1 (1-1-2)**

Knowledge regarding physical, psychological, social interaction and the value of life necessary for self-development, setting life goals, academic life, society and personality.

IL 150 Information for Research **1 (1-2-4)**

Information system type and sources of information; components and categories of information resources; reference information; electronic information and Internet research; research and report production; component of research reports; footnoting and referencing of printed and electronic materials.

GE 151 Man and Reasoning **3 (3-0-6)**

Recognition and perception of human beings, principles and methods of analysis, synthesis, and logical sequence of ideas, as well as the use of reasoning process for problem-solving and decision-making both in theory and practice, and analyzing case studies taken from current affairs and daily life.

GE 152 Philosophy and Life **3 (3-0-6)**

Theories, concepts, and principles of philosophy; application of philosophy in analyses and criticisms of various issues in life and society; adoption of ethical, moral, and philosophical thoughts in improving quality of life.

GE 153 Thai Studies**3 (3-0-6)**

Study of the foundations of Thai civilization; changes and developments in various aspects including history, politics, governance, economy, society, religion and arts; preservation of Thai identity and adjustment of life style to fit in with present and future Thai society.

GE 154 Thai Folk Wisdom**3 (3-0-6)**

Definition, scope and importance of culture; regional and national culture in Thailand; types of Thai wisdom; factors for emergence of Thai folk wisdom; the four necessities and the livelihood of people in the four regions of the country; value, perpetuation and dissemination of Thai folk wisdom; its application in present day life.

GE161 World Civilization**3 (2-2-6)**

Historical and cultural background together with different ways of living based on developments which enable human beings to gain insights in politics, economies, society, culture, as well as values, religions, and beliefs.

Social Sciences**BA 151 Managing Business for New Entrepreneur****3 (3-0-6)**

Format and establishment of business, business opportunity, laws and regulations concerning business; study of related components including marketing, accounting, production, finance and human resources; functions and management of each component; and strategies for successful business operation.

BA 152 Business Analysis and Planning**3 (3-0-6)**

Components of business; setting business goals, making business plans, analysis of business environment, market, customers and competitors, market share, selection of target markets, financial estimate, financial analysis, production management, human resources management, business performance monitoring and evaluation, business operation, case studies to practice proposing ideas for business operations together with business plans and business plan analysis.

GE 155 Politics, Economy and Society**3 (3-0-6)**

Interrelationships of society, economy and politics; social, economic and political evaluation in the world and the Thai contexts; institutional concepts and existing institutions; democratic rule; political, economic and social problems.

GE 156 Psychology for Quality of Life**3 (3-0-6)**

Fundamental of psychology; principles and theories of psychology for improvement of quality of life and self-development including personality, motivations, creative thinking, good interpersonal relationship, temperament, mental health, self-adjustment, planning for better life and successful career, leadership and team spirit; as well as the application of psychological processes for a happy life.

GE167 Public Mind for Community**3 (3-0-6)**

Theories on communities, communities and Thai society, the needs to create awareness of public mind for communities among students, to learn about communities and how to provide them with services concerning the environment and social welfares aiming at building up knowledge and public conscience for communities in the future.

LW 150 Introduction to the Study of Laws**3 (3-0-6)**

Sources, development and concept of laws; fundamental principles of civil laws, criminal laws, public laws and various procedural laws.

Science and Mathematics**MA 150 Mathematics and Statistics for Daily Life****3 (3-0-6)**

Percentage and ratio, introductory logic, simple and complex interest calculations; current and future value of money; mathematics and insurance business; introduction to money and capital markets; statistics in life and work; data and information; introduction to data collection, analysis and presentation.

SC 150 Sciences and Technology for Quality of Life and Society**3 (3-0-6)**

Concepts and processes of science, energy, nutrition, and medicine for health care; relations between living things and natural resources; atmospheric changes, electricity, communications; environmental problems and remedial technology; application of modern sciences and technologies for better living.

Language**LE101 English Use 1****3 (3-0-6)**

Consolidation and further development of students' fundamental English skills, placing an emphasis on how English speakers communicate in a variety of contexts and situations; subjects covered include small talk, student-teacher interactions, and politeness strategies, as well as a variety of short texts, such as E-mail. The course also addresses cross-cultural communication issues.

LE102 English Use 2**3 (3-0-6)**

Prerequisite: LE101 English Use 1

Continuation of the objectives set forth in English Use 1, namely to improve communication skills, both oral and textual in a variety of situations and requirements.

TH 150 Communication Skills in Thai**3 (3-0-6)**

Development of speaking, reading and listening and writing skills starting at the levels of the learners' proficiency with an emphasis on communication facility.

TH 160 Communication Skills in Thai for Non-native Speakers**3 (3-0-6)**

Introduction to Thai language regarding speaking, reading, listening and writing skills and culture for daily life with an emphasis on appropriate expressions, intonation, pronunciation and behavior in a variety of contexts. Learning activities include the use of a phonetic approach to learning Thai.

Specific Requirement Course Description

Core Courses

AC 250 Principles of Accounting

3 (3-0-6)

Basic concepts in accounting such as asset, liability, equity, income, expense, accounting system, financial statement, and account consolidation issues; the essential role of these concepts in business work; definition and scope of accounting.

BB 201 Business Finance

3 (3-0-6)

Prerequisite: AC 250 Principles of Accounting

Fundamental principles, objectives and financial tools which include financial planning and controlling, current asset management, capital market theory, cost of capital and capital budgeting, dividend and capital structure theory, working capital management and long-term financing decision.

BB 202 Human Resources Management

3 (3-0-6)

Basic human resource functions such as employment, compensation, benefits, employee relations, manpower planning, training and development; health and safety; comparisons between human resources management practices across cultures; an insight into how to manage human resources from various perspectives.

BB 203 Business Ethics

3 (3-0-6)

Ethical issues in contemporary business life, which include business moral evaluation, the state-of-the-art business ethics thinking, corporate social responsibility (CSR), and laws governing accountable business practices; currently relevant issues such as fair and unfair competition, responsibilities towards employees, society and the community; honesty and integrity in business; the moral status of corporations.

BB 204 Principles of Marketing**3 (3-0-6)**

Overview of marketing and its various effects on business; scope, significance, components and conceptual development of market; business environment affecting marketing activities; target market study; market share; selection of target market; positioning of products; development and management of market mix; marketers' ethics.

BB 210 Business Research Methods**3 (3-0-6)**

Concepts, objectives, and benefits of business research; challenges and problems in business which needs a research as the decision making tool; research process, research method, and data analysis; package softwares for data recording and data analysis; writing a research proposal and conduct research.

EC 250 Introduction to Economics**3 (3-0-6)**

Fundamental economic principles; economy and basic economic problem solving; demand, supply and equilibrium; theory of consumer behavior; theory of production and cost; elasticity of demand and supply and its application; structure and definition of market and pricing; national income; money and banking; monetary policies and fiscal policies for economic stability; international trade and international finance; economic development and economic problems of Thailand.

IT 257 Electronic Business**3 (2-2-6)**

Trends in electronic business; network communication; internet system; electronic business operational systems; computer security; electronic work strategies; practices in electronic business planning and development.

LA143 English for Business Communication 1**3 (2-2-6)**

The English language used in business, such as conversation with customers and colleagues, making inquiries and arrangements as well as job search, applications, interviews and offers; practice of communication in various business situations.

LA144 English for Business Communication 2**3 (2-2-6)**

Prerequisite: LA143 English for Business Communication 1

Preparation for future professional career; cultural aspects in business communication, advertising, business negotiation; an extensive acquisition of career information and self-presentation both in speaking and writing.

Major Required Courses**BB 301 Introduction to Hospitality and Tourism****3 (3-0-6)**

Definitions and significance of tourism; evolution of tourism at the international and the national level; factors influencing traveling; components of tourism; impacts of tourism; tourism related laws; international and national organizations relating to tourism.

BB 302 Hotel and Lodging Management**3 (3-0-6)**

Brief history of the growth and development of the lodging industry; various types of lodging establishments and their main features; organizational structure and management of lodging with an emphasis on hotel management.

BB 303 Food and Beverage Operation Management**3 (3-0-6)**

Concepts and principles of food service management; factors affecting management; working systems in management including menu planning, cost control, purchasing, checking and storing, food production calculation and cost analysis; principles and techniques of food and beverage service; basic knowledge of food and beverages including service equipment; procedure of service operation and practice.

BB 304 MICE Management**3 (3-0-6)**

Overview of the Meeting, Incentive, Convention and Exhibition (MICE) industry; definition, development, socio-economic significance and dimensions of the industry; practice in the planning, organization, operation and management of MICE events.

BB 305 Travel Business Management**3 (3-0-6)**

Existing structures and operations of travel agencies and tour operators: their roles and responsibilities; types of tours and programs; revenue and marketing management; rules and regulation.

BB 306 Inter-Personal Skills and Cross Cultural Communication**3 (3-0-6)**

Cultures and intercultural communication competence; development of intercultural awareness of cultural patterns of behavior as well as values and standards; verbal and non-verbal communication; interpersonal relationships and interaction.

BB 307 Marketing Principles for Hospitality and Tourism**3 (3-0-6)**

Marketing philosophy and fundamentals; factors influencing hospitality and tourism marketing; customers' buying behavior; formulation and management of the marketing mix; marketing strategies for each business life-cycle; marketing plan, market research and marketing ethics.

BB 308 Hospitality and Tourism Information System**3 (3-0-6)**

Information technology in the hospitality and tourism industry; the application of various information technology softwares and systems in the hospitality and tourism industry; a practice with a system simulation in the computer lab.

BB 310 Sustainable Tourism Development**3 (3-0-6)**

Concepts of sustainable tourism development; social, economic and environmental concerns of tourism management; dimensions of sustainable development within the tourism context; tourism resource development and conservation; roles of concerned parties and local communities in developing sustainable tourism; guidelines for developing sustainable tourism in the tourism business and related organizations

BB 311 Tourist Behavior**3 (3-0-6)**

Tourist behavior; motivational influences in tourism demand; approaches to understanding motive and motivation theories; segmentation of tourism demand; tourist behavior and segmentation of the tourism market; travel decision making.

BB 312 Service Operation Management**3 (3-0-6)**

Management of service operations; characteristics, standards, plans, schedules and control of service; matching of demand and supply; managing inventories; capacity management; service quality improvement.

BB 314 Room Division**3 (3-2-6)**

Concepts and practices in room division management; front office operation and housekeeping procedure.

BB 315 Global Geography for Tourism**3 (3-0-6)**

Geographical components influencing individuals' decision to travel, which include physical environment, climate, time zones, and socio-cultural aspects; analysis of the success of countries, regions, cities and resorts in attracting tourism to gain an understanding of the diversity of travel and recreational opportunities.

BU410 Cooperative Education in Business Administration**6 (600 hrs)**

(Must be at least 3rd year student)

Cooperative education with a minimum of 600 person-hour industrial internship aiming at preparing students for the real challenges in profession; a link between academic study and practical work experience as an integral part of the degree program.

Major Electives**BB 351 Thai Cultural Heritage****3 (3-0-6)**

Emergence and continuity of the Thai cultural tradition; Thai art and architectural styles, folk wisdom, lifestyles, and social structure; Buddhism and beliefs in Thai society; festivals, food and handicrafts of Thailand.

BB 352 Revenue Management**3 (3-0-6)**

Principles and techniques of revenue management related to lodging, travel/tourism, food service; forecasting, overbooking, reservation systems, marketing issues, pricing and e-commerce in relation to financial decisions.

BB 353 Destination Development and Management**3 (3-0-6)**

The creation and development of tourism attractions; tourism products, and tourism market; management of tourism attractions; and marketing of tourism attractions.

BB 354 Event Management**3 (3-0-6)**

Management of events, concepts and designs, financial management, marketing and promotion; crowd management and evacuation; safety and risk management.

BB 355 Marketing Communication for Hospitality and Tourism Management**3 (3-0-6)**

Basic principles and concepts of marketing communication for hospitality and tourism, characteristics and roles of marketing communication tools including advertising, sales promotion, public relations and publicity, personal sales, and direct marketing; integrated marketing communication.

BB 356 Resort Management**3 (3-0-6)**

Various types of resorts, their development process, general design principles, management and operation; recreational amenities development and management; activity programming and format to meet target customers' needs.

BB 357 International Transportation Management**3 (3-0-6)**

The development of international transportation with an emphasis on the airline industry; international and local airline operation; economic aspects of airline management which includes cost, labor, yield management; airlines reservation and customer service.

BB 358 English for Tourism**3 (3-2-6)**

Communication techniques in the tourism business; conducting of guided tours; booking procedure; brochure reading and writing; mapping and describing itineraries; communicating in tourism-related meetings and report writing.

Minor Courses**JP 351 Communicative Japanese 1****3 (3-2-6)**

Listening, speaking, reading and writing Japanese for communication in daily life.

JP 352 Communicative Japanese 2**3 (3-2-6)**

Prerequisite: JP351 Communicative Japanese 1

Listening, speaking, reading and writing Japanese for communication in daily life at more complex level.

JP 357 Communicative Japanese 3**3 (3-2-6)**

Prerequisite: JP 352 Communicative Japanese 2

Further study and practice of Japanese listening, speaking, reading and writing skills with the use of complex structures.

JP 358 Japanese for Customer Service**3 (3-0-6)**

Prerequisite: JP 352 Communicative Japanese 2

Listening, speaking, reading and writing Japanese for customer service and customer contact in various situations.

JP 360 Japanese for Hospitality Service**3 (3-2-6)**

Prerequisite: JP 352 Communicative Japanese

Listening, speaking, reading and writing Japanese in the hospitality industry.

JP 361 Japanese for Business

3 (3-2-6)

Prerequisite: Communicative Japanese 3

Listening, speaking, reading and writing Japanese for a business communication with colleagues and business partners in various situations; e-mail communication; finding information on the internet.

CB355 Chinese 1

3 (3-0-6)

Listening, speaking, reading, and writing skills and practice in correct pronunciation using the Pinyin transcription system and Chinese characters; vocabularies used in everyday's life; a mastery of at least 400 words.

CB356 Chinese 2

3 (3-0-6)

Prerequisite: CB355 Chinese 1

Expressions, phrases and sentence final particles; practice conversations in various situations; writing simple sentences; a mastery of another 400 new words.

CB357 Chinese 3

3 (3-0-6)

Prerequisite: CB356 Chinese 2

Listening, speaking, reading, and writing skills in general situations; Chinese grammar and language expressions through the study of excerpts, compositions and short articles; a mastery of another 400 new words.

CB358 Chinese 4

3 (3-0-6)

Prerequisite: CB356 Chinese 3

Complex sentence structures; expressions used in everyday's life; summarizing of short stories and articles ; a mastery of another 400 new words.

CB359 Chinese Listening and Speaking Skills

3 (3-0-6)

Listening and speaking Chinese; the use of words, expressions, exclamations, phrases and sentence, final particles for various situations; recounting experiences and listening to short passages.

CB360 Business Chinese Conversation**3 (3-0-6)**

Listening, speaking, reading, and writing Chinese for general business; expressions used in various situations with colleagues and business partners.

TH 351 Communicative Thai 1**3 (3-2-6)**

Speaking, reading, listening and writing Thai for communication in daily life.

TH 352 Communicative Thai 2**3 (3-2-6)**

Prerequisite: TH351 Communicative Thai 1

Speaking, reading, listening and writing Thai for communication in daily life at a more advanced level.

TH 353 Communicative Thai 3**3 (3-2-6)**

Prerequisite: TH352 Communicative Thai 2

Speaking, reading, listening and writing Thai in academic and business areas.

TH 354 Communicative Thai 4**3 (3-2-6)**

Prerequisite: TH353 Communicative Thai 3

Speaking, reading, listening and writing Thai in more complex communication such as news, advertisement, and songs.

TH 355 Thai Reading and Writing 1**3 (3-2-6)**

A study of vocabularies, idioms and basic structures from passages about Thai way, Thai culture, and Thai tourism.

TH 356 Thai Reading and Writing 2**3 (3-2-6)**

Prerequisite: TH355 Thai Reading and Writing 1

A study more complex vocabularies and sentence structure; different types of writing including narration, explanation, letter writing, and note taking.