

**Bachelor of Business Administration Program  
in Hotel and Resort Management  
(International Program)  
Revised Version 2017**

<b>Institution</b>	Dusit Thani College
<b>Campus</b>	Bangkok Campus
<b>Faculty</b>	Faculty of Hospitality Industry (International)
<b>Department</b>	Department of Hotel and Resort Management

**Section 1: General Information**

**1. Program name**

<b>Thai</b>	หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชาการจัดการโรงแรมและรีสอร์ท (หลักสูตรนานาชาติ)
<b>English</b>	Bachelor of Business Administration Program in Hotel and Resort Management (International Program)

**2. Degree name**

<b>Full Title</b>	<b>Thai</b>	บริหารธุรกิจบัณฑิต (การจัดการโรงแรมและรีสอร์ท)
	<b>English</b>	Bachelor of Business Administration (Hotel and Resort Management)
<b>Abbreviated</b>	<b>Thai</b>	บธ.บ. (การจัดการโรงแรมและรีสอร์ท)
	<b>English</b>	B.B.A. (Hotel and Resort Management)

**3. Major field (if any)**

The Curriculum of the Bachelor of Business Administration in Hotel and Resort Management (International Program) provides foundation and specialized study in the hotel management and operational fields through academic, laboratory, practical and field internship experiences.

**4. Total credits throughout the program**

137 Credits

**5. Type of Program**

- 5.1 **Level** Bachelor's Degree, Four-year program
- 5.2 **Medium of instruction** English
- 5.3 **Admission** Thai nationality and International students
- 5.4 **Cooperation with other institutions**  
This program is Dusit Thani College program.
- 5.5 **Type of conferred degree**

A Single degree is provided for major subjects

## **6. Curriculum status and the consideration for the approval/endorsement of the curriculum are based on the following meetings:**

6.1 The 2017 Bachelor of Business Administration Program in Hotel and Resort Management curriculum is a revision of the 2012 version and is to be offered in the first semester of the 2017 academic year.

6.2 It was taken into consideration by Academic Committee of Dusit Thani College in a meeting held on 22<sup>nd</sup> December, 2016 (6<sup>th</sup> meeting of 2016) and on 20<sup>th</sup> March, 2017 (2<sup>nd</sup> meeting of 2017). This program was further reviewed by the External Committee in a meeting held on 8-9 December, 2016 before finally being approved/endorsed by the Dusit Thani College Council in a meeting held on 20<sup>th</sup> January, 2017 (5<sup>th</sup> meeting of 2016) and on 31<sup>st</sup> March, 2017 (1<sup>st</sup> meeting of 2017)

6.3 Professional Accreditation: Not applicable

## **7. The Ability to implement/promote the curriculum**

This curriculum will be ready to be published for quality and standards in accordance with Thai Qualifications Framework for Higher Education (TQF: HEd) in the academic year 2017.

## **8. Professions that may be pursued after graduation**

This program is designed to provide graduate students to work in the Hospitality Industry, or other businesses related to hotels and resorts. The graduates will be qualified to choose jobs in the following departments/functions:

- 1) Front Office
- 2) Sales and Marketing and Guest Relations
- 3) Food and Beverage
- 4) Catering
- 5) Housekeeping
- 6) General Management or Corporate Office in more specialized functions in Hospitality Industry
- 7) Entrepreneurship

## Section 2: Program Specific Information

### 1. Philosophy, justification and objectives of curriculum

#### 1.1 Philosophy

The philosophy of the Bachelor of Business Administration in Hotel and Resort Management of Dusit Thani College, is to develop students and produce graduates who are fully equipped with theoretical and practical knowledge, having analytical and communication skills which will enable them to work with others effectively. They have excellent morals, a high social responsibility and professional ethical standards, which are benchmarks for the hotel and resort industry.

#### 1.2 Justification

1) To develop graduates with the right competencies as demanded by the job market of the hotel and resort industry.

2) To develop graduates whose ability best suits the hotel and resort business/ or other service businesses related to the hospitality industry, to be capable of continuing to higher level of study.

3) To develop and enhance graduates with an ability of competitiveness in the international job market especially within the ASEAN region.

#### 1.3 Objectives

To produce graduates who have the characteristics, knowledge and skills as follows:

1) having excellent morals, a high service mind and social responsibility according to their professional ethics.

2) being academically skilled and having professional skills in the science of hotel and resort industry, having proper operational and administration skills at a level of work proficiency required by regional and world standards.

3) being intellectually competent in analyzing new situations, by applying proper knowledge, logic and consideration.

4) having interpersonal skills and responsibility which enable them to work with people of all levels effectively, and to continuously develop themselves both in knowledge and acquiring new professional skills as well as their ethical behavior.

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

### 1. Educational Management System

#### 1.1 System

1) An academic year will be divided into 2 semesters and 1 special session: that is the first semester and the second semester, additionally a special session following the second semester

2) The program has a duration of 8 regular semesters and 4 special sessions. In order to be able to graduate the program should be successfully followed in no more than 8 academic years.

#### 1.2 Special sessions (Summer sessions)

A special session with a minimum of eight weeks is required.

#### 1.3 Comparable credits in the Bi-semester system

None

### 2. Implementation of the curriculum

#### 2.1 Teaching schedule/study periods

Monday – Saturday from 8:00 a.m. – 7:30 p.m.

First Semester : August – December

Second Semester : January - May

Special Session : June - July

#### 2.2 Qualifications of prospective students

1) Hold a M.6 (grade 12) certificate or its equivalence issued by the Ministry of Education, or equivalent certificates from local or overseas educational institutions recognized by the Ministry of Education, Thailand.

2) Have no serious criminal record.

3) Not suffer from any communicable disease or mental disorder.

4) Be physically and mentally well.

5) Have no record of serious misconduct or inappropriate behavior.

#### Recruitment Procedure

Recruitment of students follows regulations on recruitment procedure set by the Office of Higher Education Commission (OHEC) or as indicated by the College with the approval of the College Council.

## Program Structure

<b>Number of credits</b>	<b>137 Credits</b>
<b>Curriculum Structure</b>	
<b>1) General Education Courses</b>	<b>32 Credits</b>
- Science and Mathematics	6 Credits
- Language Studies	12 Credits
- Humanities	7 Credits
- Social Sciences	7 Credits
<b>2) Professional Courses</b>	<b>87 Credits</b>
- Core Courses	33 Credits
- Major Required Courses	54 Credits
<b>3) Free Electives</b>	<b>6 Credits</b>
<b>4) Supervised Field Training</b>	<b>12 Credits</b>

## Courses

### 1) General Education Courses (32 credits)

#### 1.1) Science and Mathematics (6 credits)

Code	Course Title	Credits	Prerequisite
IMS1302	Information Technology	3(3-0-6)	-
IMS2203	Statistics	3(3-0-6)	-

#### 1.2) Language Studies (12 credits)

Code	Course Title	Credits	Prerequisite
	<b>Compulsory Courses (6 credits)</b>		
ILA1101	Thai Usage for Communication	3(3-0-6)	-
ILA1102	Business Thai Usage		-
ILA2303	Business English	3(3-0-6)	-
	<u>Select one language from the following (6 credits)</u>		
ILA1601	Chinese 1	3(2-2-5)	-
ILA1602	Chinese 2	3(2-2-5)	ILA1601
ILA1603	Japanese 1	3(2-2-5)	-
ILA1604	Japanese 2	3(2-2-5)	ILA1603
ILA1605	French 1	3(2-2-5)	-
ILA1606	French 2	3(2-2-5)	ILA1605
ILA1607	German 1	3(2-2-5)	-
ILA1608	German 2	3(2-2-5)	ILA1607
ILA1609	Arabic 1	3(2-2-5)	-
ILA1610	Arabic 2	3(2-2-5)	ILA1609
ILA1611	Bahasa Malaysia 1	3(2-2-5)	-
ILA1612	Bahasa Malaysia 2	3(2-2-5)	ILA1611
ILA1613	Spanish 1	3(2-2-5)	-
ILA1614	Spanish 2	3(2-2-5)	ILA1613
ILA1615	Russian 1	3(2-2-5)	-
ILA1616	Russian 2	3(2-2-5)	ILA1615
ILA1617	Korean 1	3(2-2-5)	-
ILA1618	Korean 2	3(2-2-5)	ILA1617

1.3) Humanities (7 credits)

Code	Course Title	Credits	Prerequisite
IHU1101	Dusit's Values and Professional Conduct	1(1-0-2)	-
IHU3202	Intercultural Studies	3(3-0-6)	-
IHU3205	Psychology	3(3-0-6)	-

1.4) Social Sciences (7 credits)

Code	Course Title	Credits	Prerequisite
ISS1101	Principles of Communication	3(3-0-6)	-
ISS1401	Sports and Recreation	1(0-2-1)	-
ISS3105	Principles of Law	3(3-0-6)	-

**2) Professional Courses (87 credits)**

2.1) Core Courses (33 credits)

Code	Course Title	Credits	Prerequisite
IBA2111	Organization and Management	3(3-0-6)	-
IBA2113	Business Accounting	3(3-0-6)	-
IBA2114	Principles of Marketing	3(3-0-6)	-
IBA2115	Human Resource Management	3(3-0-6)	-
IBA2116	Economics	3(3-0-6)	-
IBA3118	Supervisory and Managerial Skills Development	3(3-0-6)	-
IBA4117	Business Research Methodology	3(3-0-6)	IMS2203
IBA4120	Financial Management	3(3-0-6)	-
IBA4121	Strategic Management	3(3-0-6)	-
IBA4122	Business Ethics and Social Responsibility	3(3-0-6)	-
IBA4124	Entrepreneurship	3(3-0-6)	-

## 2.2) Major Required (54 credits)

Code	Course Title	Credits	Prerequisite
IHM1102	Introduction to the Hospitality and Tourism Industry	2(2-0-4)	-
IHM1211	Beverages and Bar Operations	3(2-2-5)	-
IHM1213	Food and Beverage Service and Operations	4(2-5-6)	-
IHM1311	Front Office Operations	4(2-5-6)	-
IHM1312	Housekeeping Operations	4(2-5-6)	-
IHM1402	Culinary Arts	4(2-5-6)	-
IHM3601	Meeting, Incentive, Convention and Exhibition Management	3(3-0-6)	-
IHM3214	Food and Beverage Cost Control	3(3-0-6)	-
IHM3216	Restaurant Management	3(3-0-6)	-
IHM3314	Innovative Hotel Sales and Marketing	3(3-0-6)	IBA2114
IHM3315	Hotel Financial Accounting	3(3-0-6)	IBA2113
IHM3317	Hotel Information Technology	3(3-0-6)	IHM1311
IHM3319	Revenue Management	3(3-0-6)	-
IHM4318	Hotel and Resort Management	3(3-0-6)	-
IHM4502	Hotel and Resort Senior Project	6(6-0-12)	-
ILA3503	Professional English for Hotel and Resort	3(3-0-6)	-

## 3. Free Elective Courses (6 credits)

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

Code	Course Title	Credits	Prerequisite
IBA3119	Project Management	3(3-0-6)	-
IBA4123	Leadership	3(3-0-6)	-
IFM4601	Arts of Vegetable and Fruit Carving	3(2-2-5)	-
IFM4602	Arts of Flower Arrangement	3(2-2-5)	-
IHM3103	Environmental Management for the Hospitality Industry	3(3-0-6)	-
IHM4212	Wine Science	3(3-0-6)	-
IHM4215	Menu Planning	3(3-0-6)	-
IHM4313	Facilities Maintenance	3(3-0-6)	-
IHM4401	Cruise Line Management	3(3-0-6)	-



Code	Course Title	Credits	Prerequisite
IHM4503	Risk and Crisis Management in Hospitality Industry	3(3-0-6)	-
ISS4106	Contemporary World Affairs	3(3-0-6)	-
ITM4106	Airline Business	3(3-0-6)	-

#### 4. Supervised Field Training (12 credits 2,000 hrs.)

All students have to undertake supervised field training in industry for a minimum of 2,000 hours.

Code	Course Title	No. of Hrs.	Credits	Prerequisite
IHM2902	Operational Internship	1,000	6	IHM1213 IHM1311 IHM1312
IHM4902	Managerial Internship	1,000	6	Minimum of 105 credits

## Study Plan

### First Year First Semester

Code	Course Title	Credits	Prerequisite
IHM1102	Introduction to the Hospitality and Tourism Industry	2(2-0-4)	-
IHM1211	Beverages and Bar Operations	3(2-2-5)	-
IHU1101	Dusit's Values and Professional Conduct	1(1-0-2)	-
ILA1101	Thai Usage for Communication	3(3-0-6)	-
ILA1102	Business Thai Usage		
ILA.....	Language 1	3(2-2-5)	-
IMS1302	Information Technology	3(3-0-6)	-
ISS1101	Principles of Communication	3(3-0-6)	-
ISS1401	Sports and Recreation	1(0-2-1)	-
<b>Total Credit</b>		<b>19</b>	

### Second Semester

Code	Course Title	Credits	Prerequisite
IHM1213	Food and Beverage Service and Operations	4(2-5-6)	-
IHM1311	Front Office Operations	4(2-5-6)	-
IHM1312	Housekeeping Operations	4(2-5-6)	-
IHM1402	Culinary Arts	4(2-5-6)	-
ILA.....	Language 2	3(2-2-5)	ILA..... (Language 1)
<b>Total Credit</b>		<b>19</b>	

Second Year  
First Semester

Code	Course Title	Credits	Prerequisite
IHM2902	Operational Internship	6 (1,000 hrs.)	IHM1213 IHM1311 IHM1312

Second Semester

Code	Course Title	Credits	Prerequisite
IBA2111	Organization and Management	3(3-0-6)	-
IBA2113	Business Accounting	3(3-0-6)	-
IBA2114	Principles of Marketing	3(3-0-6)	-
IBA2115	Human Resource Management	3(3-0-6)	-
IBA2116	Economics	3(3-0-6)	-
ILA2303	Business English	3(3-0-6)	-
IMS2203	Statistics	3(3-0-6)	-
<b>Total Credit</b>		<b>21</b>	

Third Year  
First Semester

Code	Course Title	Credits	Prerequisite
IHM3314	Innovative Hotel Sales and Marketing	3(3-0-6)	IBA2114
IHM3315	Hotel Financial Accounting	3(3-0-6)	IBA2113
IHM3317	Hotel Information Technology	3(3-0-6)	IHM1311
IHM3319	Revenue Management	3(3-0-6)	-
IHM3601	Meeting, Incentive, Convention and Exhibition Management	3(3-0-6)	-
IHU3202	Intercultural Studies	3(3-0-6)	-
ISS3105	Principles of Law	3(3-0-6)	-
<b>Total Credit</b>		<b>21</b>	

Second Semester

Code	Course Title	Credits	Prerequisite
IBA3118	Supervisory and Managerial Skills Development	3(3-0-6)	-
IHM3214	Food and Beverage Cost Control	3(3-0-6)	-
IHM3216	Restaurant Management	3(3-0-6)	-
IHU3205	Psychology	3(3-0-6)	-
ILA3503	Professional English for Hotel and Resort	3(3-0-6)	-
.....	Free Elective Course 1	3(.....)	-
<b>Total Credit</b>		<b>18</b>	

Fourth Year  
First Semester

Code	Course Title	Credits	Prerequisite
IBA4117	Business Research Methodology	3(3-0-6)	IMS2203
IBA4120	Financial Management	3(3-0-6)	-
IBA4121	Strategic Management	3(3-0-6)	-
IBA4122	Business Ethics and Social Responsibility	3(3-0-6)	-
IBA4124	Entrepreneurship	3(3-0-6)	-
IHM4318	Hotel and Resort Management	3(3-0-6)	-
.....	Free Elective Course 2	3(3-0-6)	-
<b>Total Credit</b>		<b>21</b>	

Second Semester

Code	Course Title	Credits	Prerequisite
IHM4902	Managerial Internship	6 (1,000 hrs.)	Minimum of 105 credits

Special Session

Code	Course Title	Credits	Prerequisite
IHM4502	Hotel and Resort Senior Project	6(6-0-12)	-
<b>Total Credit</b>		<b>6(6-0-12)</b>	