



**Course structure for Bachelor of Business Administration**  
**Innovative Hospitality Management (International Program) 126 credits**  
**Faculty of Tourism & Hospitality**  
**Dhurakij Pundit University**

**A. General Education 30 credits**

**Humanities 6 credits**

GE 191 Creative Thinking and Innovation 3 (3-0-6)

**Select 1 Course 3 credits**

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

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

GE 192 New Economy and Cultures of AEC Countries and China 3 (3-0-6)

GE 193 Life and Digital Culture 3 (3-0-6)

**Social Sciences 6 credits**

GE 190 Thai Society and Economy in Thailand 4.0 3 (3-0-6)

**Select 1 Course 3 credits**

GE 166 Positive Psychology for Quality of Life 3 (3-0-6)

GE 168 Civic Education 3 (3-0-6)

GE 167 Public Mind for Community 3 (3-0-6)

LW 153 Law in Everyday Life 3 (3-0-6)

PA 151 Quality of Life through Sufficiency Economy Philosophy 3 (3-0-6)

EO 100 Digital Economy 3 (3-0-6)

BA 173 Digital Entrepreneurship 3 (3-0-6)

BA 174 High Value Services 3 (3-0-6)

**Science and Mathematics 9 credits**

MA 154 Mathematics and Statistics 3 (3-0-6)

SC 156 Science and Technology 3 (3-0-6)

**Select 1 Course 3 credits**

CT 151 Artificial Intelligent World and IoTs 3 (3-0-6)

CT 152 Introduction to Virtual Reality and Augmented Reality 3 (3-0-6)

CE 150 Introduction to Robotics 3 (3-0-6)

**Language 9 credits**

LE 101 English Use 1 3 (3-0-6)

LE 102 English Use 2 3 (3-0-6)

**Select 1 Course 3 credits**

TL 150 Communication Skills in Thai 3 (3-0-6)

TL 160 Communication Skills in Thai for Non-Native Speakers 3 (3-0-6)

ZH 150 Chinese for Communication 3 (3-0-6)

**B. Specific Requirement Courses 84 credits****Professional Foundation Courses 24 credits**

AC 250 Principles of Accounting 3 (3-0-6)

BB 201 Business Finance 3 (3-0-6)

BB 212 Principles of Management and Organization 3 (3-0-6)

BN 309 Strategic Management 3 (3-0-6)

IH 202 Hospitality Human Resource Management 3 (3-0-6)

IH 203 Consumer Behavior and Insights in Hospitality Business 3 (3-0-6)

IH 204 Innovative Hospitality Technologies 3 (3-0-6)

IH 205 Cross-Cultural Communication and Management 3 (3-0-6)

**Major Required Courses 30 Credits**

IH 301 Introduction to the Hospitality and Tourism Industry 3 (3-0-6)

IH 302 Hotel and Resort Business 3 (3-0-6)

IH 303 Rooms Division Management 3 (3-0-6)

IH 304 Food Production	3 (3-0-6)
IH 305 Food and Beverages Service and Management	3 (3-0-6)
IH 306 Innovative Hospitality Sales and Marketing	3 (3-0-6)
IH 307 Convention and Event Management	3 (3-0-6)
IH 308 Capstone in Hospitality and Tourism 1	3 (3-0-6)
IH 309 Capstone in Hospitality and Tourism 2	3 (3-0-6)
IH 310 Capstone in Hospitality and Tourism 3	3 (3-0-6)

## **Elective Course 30 Credits**

### **General Elective Courses 15 Credits**

Select 5 courses 15 credits from the following

IH 351 Airline Service Management	3 (3-0-6)
IH 352 Healthcare and Wellness Management	3 (3-0-6)
IH 353 Retail Service Management	3 (3-0-6)
IH 354 Luxury Tourism	3 (3-0-6)
IH 355 Sport Tourism Management	3 (3-0-6)
IH 356 Cruise Business	3 (3-0-6)
IH 357 Bakery	3 (3-0-6)
IH 358 Club and Bar Management	3 (3-0-6)
IH 359 Sustainability in Hospitality Industry	3 (3-0-6)
IH 360 Digital Marketing in Hospitality	3 (3-0-6)

## **Language 15 Credits**

Select 5 courses 15 credits from the following groups of languages\*

\* For non-native speakers

### **Chinese**

CB 355 Chinese 1	3 (3-2-6)
CB 356 Chinese 2	3 (3-2-6)
CB 357 Chinese 3	3 (3-2-6)
CB 359 Chinese Listening and Speaking Skills	3 (3-2-6)

CB 360 Business Chinese Conversation 3 (3-2-6)

**Thai**

TL 351 Communicative Thai 1 3 (3-2-6)

TL 352 Communicative Thai 2 3 (3-2-6)

TL 353 Communicative Thai 3 3 (3-2-6)

TL 354 Thai for Specific Purposes 1 3 (3-2-6)

TL 355 Thai for Specific Purposes 2 3 (3-2-6)

**C. Free Elective courses 6 credits**

Students must complete 6 credits from courses offered in any international or English programs with approval from the program committee.

**D. Cooperative Education 6 credits**

IH 410 Cooperative Education in Hospitality & Tourism 6 (600 hours)