

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

Year 1					
Semester 1 (18 credits)			Semester 2 (18 credits)		
Code	Subject	Credits	Code	Subject	Credits
GE 190	Thai Society and Economy in Thailand 4.0	3	MA 154	Mathematics and Statistics	3
			LE 102	English Use 2	3
GE 191	Creative Thinking and Innovation	3		GE-Elective Course in Sciences and Mathematics	3
SC 156	Science and Technology	3			
LE 101	English Use 1	3	IH 202	Hospitality Human Resource Management	3
TL 150	Communication Skills in Thai, or	3			
TL 160	Communication Skills in Thai for Non Native Speakers, or	3	IH 203	Consumer Behavior and Insights in Hospitality Business	3
ZH 150	Chinese for Communication	3			
IH 301	Introduction to the Hospitality and Tourism Industry	3	IH 302	Hotel and Resort Business	3

Year 2					
Semester 1 (18 credits)			Semester 2 (18 credits)		
Code	Subject	Credits	Code	Subject	Credits
	GE-Elective Course in Social Sciences	3	BB 201	Business Finance	3
			IH 204	Innovative Hospitality Technologies	3
	GE-Elective Course in Humanities	3	IH 304	Food Production	3
AC 250	Principles of Accounting	3	IH 305	Food and Beverages Service and Management	3
BB 212	Principles of Management and Organization	3		Elective Course	3
IH 303	Rooms Division Management	3		Language	3
	Language	3			

Year 3					
Semester 1 (18 credits)			Semester 2 (15 credits)		
Code	Subject	Credits	Code	Subject	Credits
BN 309	Strategic Management	3	IH 309	Capstone in Hospitality and	3
IH 205	Cross-Cultural Communication and Management	3		Tourism 2	
IH 306	Innovative Hospitality Sales and Marketing	3		Elective Course	3
IH 307	Convention and Event Management	3		Elective Course	3
IH 308	Capstone in Hospitality and Tourism 1	3		Language	3
	Language	3		Free Elective	3

Year 4					
Semester 1 (15 credits)			Semester 2 (6 credits)		
Code	Subject	Credits	Code	Subject	Credits
IH 310	Capstone in Hospitality and Tourism 3	3	IH 410	Cooperative Education in Hospitality and Tourism	6
	Elective Course	3			
	Elective Course	3			
	Language	3			
	Free Elective	3			