

Program of Study  
Bangkok University International  
Bachelor of Arts Program in International Tourism and Hospitality Management (International Program)  
Academic Year 2024

First Year	First Semester				
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE 101	Thinking Skills for Lifelong Learning	3	3		
IGE 102	Citizenship and Social Transformation	3	3		
IGE 103	Technology and Innovation for the Future	3	3		
IEN 106	The Art of Writing	3	3		
IEN 108	Persuasive Presentation	3	3		
THI 101	Introduction to Tourism and Hospitality Management	3	3		
		18	18		

First Year	Second Semester				
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN 107	Critical Reading and Writing	3	3	3	3
IGE 104	Aesthetics and Well-being for Life	3	3	3	3
IGE 105	Global Alliance and Emerging Issues	3	3	3	3
IGE 106	Financial Literacy and Sustainable Development	3	3	3	3
IGE 107	Entrepreneurial Spirit and Leadership Skills	3	3	3	3
THI 102	Service Quality Management	3	3	3	3
THI 101	Introduction to Tourism and Hospitality Management			3	3
		18	18	21	21

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Second Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI 201	Cross-Cultural Communication	3	3	3	3
THI 202	International Service Marketing	3	3	3	3
THI 203	Consumer Behavior in Tourism and Hospitality Industries	3	3	3	3
THI 204	People, Management and Change in the Service Industries	3	3		
THI 205	Laws and Regulations of Tourism and Hospitality	3	3		
ICN 271	Chinese Language and Culture (Foreign Language I)	3	3	3	3
IGE 101	Thinking Skills for Lifelong Learning			3	3
IEN 106	The Art of Writing			3	3
IEN 108	Persuasive Presentation			3	3
		18	18	21	21

Second Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE 103	Technology and Innovation for the Future			3	3
THI 206	Technology and Innovation in Tourism and Hospitality	3	3	3	3
THI 211	Global Trends and Strategies in Tourism and Hospitality	3	3	3	3
THI 311	Sustainable Tourism and Hospitality	3	3	3	3
THI 312	Meetings, Incentives, Conferences and Exhibitions (MICE)	3	3	3	3
THI 351	Front Office and Housekeeping Operations and Management (Concentration Track I)	3	3	3	3
ICN 272	Chinese for Everyday Life (Foreign Language II)	3	3	3	3
		18	18	21	21

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Third Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE 102	Citizenship and Social Transformation			3	3
THI 204	People, Management and Change in the Service Industries			3	3
THI 205	Laws and Regulations of Tourism and Hospitality			3	3
THI 313	Tour Planning and Operating	3	3	3	3
THI 314	Entrepreneurship in Tourism and Hospitality	3	3	3	3
ICN 373	Chinese for Travelling and Recreation (Foreign Language III)	3	3	3	3
THI 483	Gastronomy of the World (Free Elective I)	3	3		
THI 332	Restaurant Operations (Concentration Track II)	3	3	3	3
		15	15	21	21

Third Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI 391	Career Preparation	3		3	
THI 411	Logistics and Supply Chains for Tourism and Hospitality Industries	3	3	3	3
THI 412	Community-Based Tourism	3	3	3	3
ICN 374	Chinese for Tourism Management (Foreign Language IV)	3	3	3	3
THI 425	Niche Tourism (Concentration Track III)	3	3	3	3
THI 334	Introduction to Wine (Concentration Track IV)	3	3	3	3
THI 341	Wellness Tourism (Concentration Track V)	3	3	3	3
		21	18	21	18

Third Year Summer Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI 392	Internship I (Free Elective)	3		3	
		3		3	

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Fourth Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI 413	Accounting and Finance for Tourism and Hospitality	3	3	3	3
THI 414	Applied Research for Tourism and Hospitality	3	3	3	3
THI 415	Feasibility Studies and Project Management for International Tourism and Hospitality	3	3	3	3
ICN 475	Chinese for Hospitality Management (Foreign Language V)	3	3	3	3
THI 445	Spa Operations and Management (Free Elective II)	3	3	3	3
ICO 301	Pre-Cooperative Education		3		3
THI 483	Gastronomy of the World (Free Elective I)			3	3
		15	18	18	21

Fourth Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI 493	Internship II	3		3	
THI 399	Cooperative Education in Tourism and Hospitality Industry		6		6
		3	6	3	6