

Faculty of Tourism and Hotel Management
Maharakham University

Bachelor of Arts
International Tourism and Hospitality Management (English Program)
(Revised Curriculum 2022)

The Program

English : Bachelor of Arts Program in International Tourism and Hospitality Management
 (English Program)

The Degree

English (Full Title): Bachelor of Arts (International Tourism and Hospitality Management)
 (English Program)

(Abbreviation) : B.A. (International Tourism and Hospitality Management (English Program))

Course Structure

1. General Education Course	None	30	Credits
2. Specialized Core Courses	None	84	Credits
2.1 Professional Core Courses	No less than	24	Credits
2.2 Core Courses	No less than	60	Credits
(1) Required Core Courses	No less than	30	Credits
(2) Elective Core Course	No less than	30	Credits
3. Free Elective Courses	None	6	Credits
4. Professional Training Courses	None	6	Credits
Total Credits	None	126	Credits

Course Catalog

1. General Education Course		30	
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2. Selected Core Course

Elective 84 credits

Prerequisite

24 credits

1000 101 Tourism and Hotel Industry

3(3-0-

	1003 363	Heritage Management for Tourism	3(3-0-6)
	1003 364	Risk Management in Tourism and Hospitality Industry	3(3-0-6)
	1003 365	Nature-based Tourism	3(3-0-6)
	1003 366	Tourism Destination Management	3(3-0-6)
	1003 367	Tourism Planning and Policy	3(3-0-6)
	1003 368	Creative Tourism	3(3-0-6)
	1003 369	Coastal and Marine Tourism	3(3-0-6)
	1003 370	Special Interest Tourism	3(3-0-6)
	1003 389	Backpackers	3(3-0-6)
H	a	C	e
	1003 371	Front Office Operation	3(2-2-5)
	1003 372	Airline Customer Service Fundamentals	3(2-2-5)
	1003 373	Wellness Business Management	3(3-0-6)
	1003 374	Cruise Line Operation and Management	3(3-0-6)
	1003 375	Event and MICE Management	3(3-0-6)
	1003 376	Housekeeping Operation and Management	3(2-2-5)
	1003 377	Butler Service	3(2-2-5)
	1003 378	Management for Small Business in Hospitality	3(3-0-6)
	1003 379	Personal and Career Development in Tourism and Hospitality Industry	3(3-0-6)
	1003 380	Speaking for Business Communication and Customer Relations	3(3-0-6)
F	d	a	d
B	e	e	a
O	e	a	C
e	a	C	e
	1003 381	Mixology and Cocktail Master Class	3(2-2-5)
	1003 382	The Universe of Wine	3(3-0-6)
	1003 383	International Cuisine Operation	3(2-2-5)
	1003 384	Royal Thai Cuisine	3(2-2-5)
	1003 385	Food Styling and Presentation	3(2-2-5)
	1003 386	Bakery and Pastry	3(2-2-5)
	1003 387	Professional Barista and Café Management	3(2-2-5)
	1003 388	Food and Drinks for Wellness	3(3-0-6)

Select 1 of the following foreign language groups	no less than	15 credits
2.1 English courses for Professional Field		15 credits
1003 241 English for International Tourism 1		3(2-2-5)
1003 342 English for International Hotelier		3(2-2-5)
1003 343 English for Restaurant, Bar, and Kitchen		3(2-2-5)
1003 444 English for International Tourism 2		3(2-2-5)
1003 445 English for Tourism and Hospitality Business		3(2-2-5)
2.2 French Courses for Professional Field		15 credits
0105 263 Basic French 1		3(2-2-5)
0105 264 Basic French 2		3(2-2-5)
0105 365 French Communication for Tourism and Hotel 1	3(2-2-5)	
0105 366 French Communication for Tourism and Hotel 2	3(2-2-5)	
0105 367 French Communication for Tourism and Hotel 3	3(2-2-5)	
2.3 Chinese Courses for Professional Field		15 credits
0106 970 Basic Chinese 1		3(2-2-5)
0106 971 Basic Chinese 2		3(2-2-5)
0106 972 Chinese Communication for Tourism and Hotel 1		3(2-2-5)
0106 973 Chinese Communication for Tourism and Hotel 2		3(2-2-5)
0106 974 Chinese Communication for Tourism and Hotel 3		3(2-2-5)
2.4 Korean Courses for Professional Field		15 credits
0163 901 Basic Korean 1		3(2-2-5)
0163 902 Basic Korean 2		3(2-2-5)
0163 903 Korean Communication for Tourism and Hotel 1		3(2-2-5)
0163 904 Korean Communication for Tourism and Hotel 2		3(2-2-5)
0163 905 Korean Communication for Tourism and Hotel 3		3(2-2-5)
2.5 Japanese Courses for Professional Field		15 credits
0186 404 Basic Japanese 1	3(2-2-5)	
0186 405 Basic Japanese 2		3(2-2-5)
0186 406 Japanese Communication for Tourism and Hotel 1		3(2-2-5)
0186 407 Japanese Communication for Tourism and Hotel 2		3(2-2-5)
0186 408 Japanese Communication for Tourism and Hotel 3		3(2-2-5)

3. Free Elective Course

elective

6 credits

Select with the advisor's guidance

Y a 2 S 1

C d	C	C d
0043 001	De ig Thi ri g (l ai a dCea i i 1)	2(2-0-4)
0043 006	O ie B ie (l ai a dCea i i 2)	2(2-0-4)
0041 010	E gi hf W dTae e (GE E ec ie C e 1)	2(2-0-4)
0041 011	E gi hf Acade icPee ai (GE E ec ie C e 2)	2(2-0-4)

Y a 2 S 2		
C d	C	C d
0042 002	Hea h A a e e (E i e e a a d Life Q ai 2)	0042 002
0044 004	La a d E e da Righ (Acie C ie 1)	0044 004
0044 002	Leade hi f Cha ge (Acie C ie 2)	0044 002
1003 213	T i a d H i ai B ie P i c i e	3(3-0-6)
1003 214	Ai ie B ie a d L gi ic Ma age e	3(3-0-6)
1003 241	E g i h f l e ai a T i 1	3(2-2-5)
	E e c i e C e	2(2-0-4)
	R d C d	17
	Acc a d C d	67

Y a 3 S 1		
C d	C	C d
	.. (GE E e c i e C e 4)	2(2-0-4)
1003 315	T B ie O e ai	3(3-0-6)
1003 316	C i a A a d Ma e Chef	3(2-2-5)
1003 343	E g i h f Re a a Ba a d Ki che	3(2-2-5)
	E e c i e C e (1)	3(3-0-6)
	E e c i e C e (2)	3(3-0-6)
	R d C d	17
	Acc a d C d	84

Y a 3 S 2		
C d	C	C d
1003 317	S ai ab e T i a d Pa i g a d De e e	3(3-0-6)

Y a 3 S 2		
C d	C	C d
1003 318	Re a a a d Ba O e a i a d Ma a g e e	3(2-2-5)
1003 342	E g i h f l e a i a H e i e	3(2-2-5)
	E e c i e M a j C e (3)	3(3-0-6)
	E e c i e M a j C e (4)	3(3-0-6)
	E e c i e M a j C e (5)	3(3-0-6)
	R d C d	18
	Acc a d C d	102

Y a 4 S 1		
C d	C	C d
1003 419	C e a i e A c c d a i D e i g a d P a i g	3(3-0-6)
1003 420	R e e a c h M e h d g a d S e i a f T i	3(3-0-6)
1003 444	E g i h f l e a i a T i 2	3(2-2-5)
1003 445	E g i h f T i a d H i a i B i e	3(2-2-5)
	F e e E e c i e C e (1)	3(3-0-6)
	F e e E e c i e C e (2)	3(3-0-6)
	R d C d	18
	Acc a d C d	120

Y a 4 S 2		
C d	C	C d
1003 491	P f e i a T a i i g i T i a d H i a i	6(400 h)
	R d C d	6
	Acc a d C d	126

C D

1000 101

3(3-0-6)

1000 102

B

C

C

C

3(3-0-6)

1000 103

3(3-0-6)

1000 104

3(3-0-6)

1000 205

3(3-0-6)

1000 206

C

B

3(3-0-6)

1000 207

E

3(3-0-6)

1000 208

B

3(3-0-6)

1003 111 G

3(3-0-6)

1003 212 A

3(3-0-6)

1003 213

B

3(3-0-6)

1003 214 A B

3(3-0-6)

1003 315 B

3(3-0-6)

1003 420 3(3-0-6)

1003 361 E 3(3-0-6)

1003 362 3(3-0-6)

1003 363 3(3-0-6)

1003 364 3(3-0-6)

1003 365 - 3(3-0-6)

1003 366

D

3(3-0-6)

1003 367

3(3-0-6)

1003 368

C

3(3-0-6)

1003 369

C

3(3-0-6)

1003 370

3(3-0-6)

1003 371 F 3(2-2-5)

1003 372 A C F 3(2-2-5)

1003 373 B 3(3-0-6)

1003 374 C 3(3-0-6)

1003 375 E CE 3(3-0-6)

1003 376

3(2-2-5)

1003 377 B

3(2-2-5)

1003 378

B

3(3-0-6)

1003 379

C D

3(3-0-6)

1003 380

B C C

3(3-0-6)

1003 381

C C

3(2-2-5)

1003 382

3(3-0-6)

1003 383

C

3(2-2-5)

1003 384

C

3(2-2-5)

1003 385

F

3(2-2-5)

1003 386 B 3(2-2-5)

1003 387 B C 3(2-2-5)

1003 388 F D 3(3-0-6)

1003 389 B 3(3-0-6)

F F
E F
1003 241 E 1 3(2-2-5)

1003 342 E 3(2-2-5)

1003 343 E , B , 3(2-2-5)

1003 444 E 2 3(2-2-5)

1003 445 E B 3(2-2-5)

F F
0105 263 B F 1 3(2-2-5)

0105 264 B F 2 3(2-2-5)
: 0105 263 B F 1

0105 365 F C 1 3(2-2-5)

: 0105 264 B F 2

0105 366 F C 2 3(2-2-5)
: 0105 365 F C 1

0105 367 F C 3 3(2-2-5)
: 0105 366 F C 2

C F
0106 970 B C 1 3(2-2-5)

0106 971 B C 2 3(2-2-5)
: 0106 970 B C 1

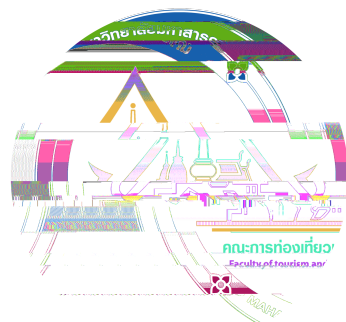
0106 972 C C 1 3(2-2-5)
: 0106 971 B C 2

0106 973 C C 2 3(2-2-5)
: 0106 972 C C 1

0106 974 C C 3 3(2-2-5)
: 0106 973 C C 2

0163 901 B F 1 3(2-2-5)

0186 407	C		2	3(2-2-5)
		: 0186 406	C	1
0186 408	C		3	3(2-2-5)
		: 0186 407 C		2
1003 491	C			6
				6(400)



F
E
F

