



Bachelor of Business Administration Program
in Event, Hotel and Tourism Management
(International Program)

Revised Curriculum, Academic Year 2023

International College Naresuan University

3.1.4 Study Plan

Year 1

Semester 1

001211 English Listening and Speaking for Communication	3(2-2-5)
001301 Thai Language for Academic Communication	3(2-2-5)
001281 Sport and Exercise (Required Non-Credit)	1(0-2-1)
001XXX GE (Social science and Humanities)	3(2-2-5)
001XXX GE (Sciences, Technology and Math's)	3(2-2-5)
901101 Intercultural Communication	2(2-0-4)
901102 Introduction to Business and Management	3(3-0-6)
901171 Introduction to Tourism Business Management	1(1-0-2)
Total	18 Credits

Year 1

Semester 2

001212 English Critical Reading for Effective Communication	3(2-2-5)
001XXX GE (Health Science)	3(2-2-5)
001XXX Selective GE	3(2-2-5)
901131 Marketing & Strategic Management	3(3-0-6)
901103 Human Resource Management	3(3-0-6)
901104 Business Laws and Ethics	2(2-0-4)
901105 Digital Technology and Communications for Business	2(1-2-3)
901151 Introduction to Event Business Management	1(1-0-2)
901161 Introduction to Hospitality Industry	1(1-0-2)
Total	21 Credits

Year 2

Semester 1

001213 English Writing for Effective Communication	3(2-2-5)
900XXX Foreign Language 1	3(2-2-5)
901211 Business Economics	3(2-2-5)
901241 Experience and Service Design for Event, Hotel and Tourism	3(2-2-5)
901252 Meeting and Convention Management	2(1-2-3)
901262 Modern Operations in Hotel and Accommodation Business	2(1-2-3)
901272 Tourism Entrepreneurial and Business Management	2(1-2-3)
901XXX Major Concentration Courses*	3(2-2-5)
Total	21 Credits

**Students take one of the following courses according to their concentration.*

Event:	901253 Sustainability and Industrial Standards in MICE	3(2-2-5)
Hotel:	901263 Food & Beverage and Catering Management	3(2-2-5)
Tourism:	901273 Special Interest Tourism	3(2-2-5)

Year 2
Semester 2

900XXX Foreign Language 2	3(2-2-5)
001XXX Selective GE	3(2-2-5)
901212 Business Accounting	3(2-2-5)
901242 Crisis and Mitigation for Event, Hotel and Tourism	2(2-0-4)
901254 Incentive Program Design and Management	2(1-2-3)
901264 Environmental Management Systems and Standards for Hotel	2(1-2-3)
901274 Tourism Logistics and Supply Chain Management	2(2-0-4)
901XXX Major Concentration Course*	3(2-2-5)
Total	20 Credits

**Students take one of the following courses according to their concentration.*

Event:	901255 Venue Management	3(2-2-5)
Hotel:	901265 Room Division and Front Office Management	3(2-2-5)
Tourism:	901275 Community Based Tourism Management	3(2-2-5)

Year 3
Semester 1

001XXX Selective GE	3(2-2-5)
900XXX Foreign Languages 3	3(2-2-5)
901306 Psychology and Behavioral Sciences for Service Industry	2(1-2-3)
901313 Business Finance	3(2-2-5)
901343 Sustainability, Policy, Planning and Strategic Development for Event, Hotel and Tourism	3(2-2-5)
901344 Research Methodology for Event, Hotel and Tourism Business	3(2-2-5)
901XXX Major Concentration Course*	3(2-2-5)
Total	20 Credits

**Students take one of the following courses according to their concentration.*

Event:	901356 Graphic and Digital Design for Event Marketing and Production	3(2-2-5)
Hotel:	901366 Branding and Brand Management in Hotel Business	3(2-2-5)
Tourism:	901376 International Cultural and Heritage Management	3(2-2-5)

Year 3

Semester 2

900XXX Foreign Language 4	3(2-2-5)
901381 Undergraduate Thesis 1	3 Credits
901346 Project Management for Event, Hotel and Tourism	2(1-2-3)
901357 Exhibition and Event Management	2(1-2-3)
901367 Service Quality Management in Hotel Business	2(1-2-3)
901377 Professional Tour Guiding and Operations Management	2(1-2-3)
901391 Work Based Integrated Learning 1	1(0-4-0)
901XXX Free Elective	3 Credits
901XXX Major Concentration Course*	2(1-2-3)
Total	20 Credits

**Students take one of the following courses according to their concentration.*

Event:	901358 Creative Event Project	2(1-2-3)
Hotel:	901368 Innovative Sales, Ecommerce and Marketing Communications	2(1-2-3)
Tourism:	901378 Innovative Tourism Project	2(1-2-3)

Year 4

Semester 1

900XXX Foreign Language 5	3(2-2-5)
901445 Service Policy Analysis for Event, Hotel and Tourism	2(2-0-4)
901447 Seminar for Event, Hotel and Tourism	1 Credit
901482 Undergraduate Thesis 2	3 Credits
901492 Work Based Integrated Learning 2	2(0-8-0)
901XXX Free Elective	3 Credits
901XXX Specific Interest Course	3 Credits
901XXX Major Concentration Course*	1(0-2-1)

Total **18 Credits**

**Students take one of the following courses according to their concentration.*

Event:	901459 Bidding and Budgeting for Event Business	1(0-2-1)
Hotel:	901469 Hotel Business Start-Up	1(0-2-1)
Tourism:	901479 Tourism Business Start-Up	1(0-2-1)

Year 4

Semester 2

901494 Cooperative Education	6 Credits or
901493 International Academic or Professional Training	6 Credits

Total **6 Credits**
