



Degree Level Bachelor's Grad.Dip. Master's Higher Grad.Dip. Doctoral Mahidol University International College
 TQF2 Bachelor Management Program in Travel and Service Business Entrepreneurship (International Program) THM Division



MU Degree Profile

Undergraduate Program	
1. Program Title	
(Thai) หลักสูตรการจัดการบัณฑิต สาขาวิชาผู้ประกอบการด้านธุรกิจการเดินทางและธุรกิจบริการ (หลักสูตรนานาชาติ)	
(English) Bachelor of Management in Travel and Service Business Entrepreneurship (International Program)	
2. Degree Title	
(Thai) การจัดการบัณฑิต (ผู้ประกอบการด้านธุรกิจการเดินทางและธุรกิจบริการ)	
(English) Bachelor of Management in Travel and Service Business Entrepreneurship	
Program Overview	
Type of Program	Undergraduate, Academic Program
Number of Credits	Not less than 168 credits
Duration of Program/ Program Cycle	Four-Year Program
Program Status and Schedule of Program Start Dates	Program start date: Trimester 1 of Academic Year 2020
Degree Offered	One degree of one major
Institution Offering Degree (collaboration with other institutions)	Mahidol University
Organization Certifying the Standards of the Program	-
Specific Data of the Program	
Purpose and Goals	The Bachelor of Management in Travel and Business Service Entrepreneurship fosters professionalism, analytical and practical skills and knowledge in the travel industry and the related service businesses. The key industries comprise hotel, restaurant, event, tourism and health & wellness. The



	<p>programme aims to produce graduates who have the characteristics, knowledge and skills as follows:</p> <ol style="list-style-type: none">1) To be able to operate within the local and international travel and service businesses;2) To have an entrepreneurial and a managerial competency to develop the organizations/enterprises in travel and service businesses with sustainability mindset;3) To be able to develop a cultural awareness and cross-cultural sensitivity.4) To be able to withhold ethical and professional standard being required in travel and service businesses.
Program Objectives	<p>The programme have the objectives to produce graduates who</p> <ol style="list-style-type: none">1. pose practical knowledge in the travel and the related service businesses;2. have an entrepreneurial and a managerial competency to develop the business plan within organizations/enterprises in travel and service businesses3. be able to work up to professional standard, be ethical and have social responsibility (following the framework of e.g. Global Codes of Ethics of the



	<p>United National World Tourism Organisation (UNWTO);</p> <p>4. demonstrate a good level communication proficiency in business related dialogues;</p> <p>5. demonstrate competencies, adaptability and have cultural awareness in the international working environment;</p>
<p>Distinctive Features</p>	<p>The program offers fundamental skills and knowledge for entrepreneurship particularly in travel and the related service businesses (namely hotel, restaurant, event, tourism, and health & wellness) that makes students the ability to elaborate business plan, develop analytical thinking and to be ready for their future career choice;</p> <p>The program offers two internship: in-house and off-campus</p> <p>The prior-curriculum, under similar divisional structure and acts as a fundamental of this recent curriuclum, has been certified by AUN-QA and UNWTO.TedQual</p>
<p>Academic System</p>	<p>Trimester system</p>
<p>Advancement Path of the Graduates</p>	
<p>Career Opportunities</p>	<p>Career opportunities after graduation</p> <p>1. Students will be able to work in private sectors relating to international travel and the related</p>



	<p>service businesses with focuses on hotel, accommodation, restaurant, tourism, event, and health & wellness or be able to operate their own small and medium business. Set skills and knowledge gained from the curriculum also allow students to have opportunities in other service related business including airline, cruise, spa and hospital.</p> <ol style="list-style-type: none">2. Students will be able to work in private/public sectors relating to the travel and the related service businesses by focusing on hotel accommodation, restaurant, tourism, event, and health & wellness. Set of skills and knowledge gained from some fundamental courses and elective courses in the curriculum allow students to work with the public sector such as Tourism Authority of Thailand, or Thailand Convention and Exhibition Bureau (TCEB).3. Since students are trained for a basic research method course, both on qualitative and quantitative approaches, they are applicable to work in a research field or for market research companies in relation to
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	<p>areas of hospitality and tourism industry.</p> <p>To conclude in categories:</p> <p><i>Primary careers</i></p> <p>Entrepreneurship: Restaurant owner; Hotel owner and operator; Event planner and organizer (own); Travel agency and Tour Operator; Health business owner (Spa, fitness etc.)</p> <p>Corporate/Industry sector: Positions in various hotel, restaurant, functions (Sales & marketing, HR, Revenue management, Finance, Housekeeping, Front office, Reception, Beverage, Kitchen). Managerial level positions in the hotel chain/corporation; Spa manager; Event planner and organizer; Travel Agency and Tour Operator</p> <p><i>Additional careers</i></p> <p>Government sector Jobs in tourism organisations such as Tourism Authority of Thailand, jobs in event organisations such as Thailand Convention and Exhibition Bureau (TCEB). Academic and research: Research department of marketing research firm (on tourist behaviour, tourism trends)</p>
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	<p>Others:</p> <p>Set skills and knowledge gained from the curriculum also allow students to have opportunities in other service related business including cruise and hospital</p>
<p>Further Study after graduation</p>	<p>Master of Management in International Hospitality Management, Master of Business Administration, and other related fields</p>
<p>Educational Philosophy in Program Management</p>	
<p>Program Philosophy</p>	<p>The curriculum aims to produce future entrepreneurs in Travel and Service Businesses who are well equipped with both theories and practices, who can competently apply their knowledge in relation to Travel and Service Businesses, and who acts professionally and ethically, through a process of life- long learning.</p>
<p>Strategy/ Practice in teaching and learning</p>	<p>The program uses the OBE curriculum design to guide the practices in order to achieve the outcomes; All courses CLOs align with the program's ELOs, which are established to meet the program's philosophy and objectives.</p> <p>The program has also undertaken AUN-QA and TedQual certifications in order to ensure the quality of education, particularly with TedQual which is certified by UNWTO is where the ten Global Code of Ethics must be applied. The program also instills the two internships in order to enhance the practical</p>



	<p>skills and work competencies within the industry.</p> <p>The curriculum applies various teaching and learning methods, for instance lecture, class room discussion, case based discussion, field trip, inviting professional guest lectures from the industry; on the job training (internships), with the aids of audio and visual presentation.</p>
Strategy/Practice for Evaluating Learning Outcomes of Students	<p>BM-TSB curriculum applies different methods and mechanisms to evaluate the LOs of students:</p> <ol style="list-style-type: none">1. The program applies written test, practical test, presentation, field work, and work assignment for evaluations;2. The grading system is applied according to the MU and MUIC regulations;3. The program analyses feedbacks from students' evaluation toward courses and instructors;4. The content in the syllabus and the alignment of course LOs and program's LOs are monitored by the Chairman, Program Director and Curriculum Committee;5. Methods of evaluations are written test, practical test, presentation, field work, and work assignment;
Competencies Enhanced to the Students of the Program	



<p>Generic Competences</p>	<p>Problem-solving and analytical ability;</p> <ul style="list-style-type: none"> - Understanding issues through reading materials, case study and fundamental knowledge; - Systematic thinking through case discussion and the analysis of data (qualitative and quantitative); - Ability to derive appropriate solutions to problems; Ethical and responsible mindsets; - Demonstration of appropriate behaviour; - Case discussion on consequences of ethical and unethical issues; - Emphasis on integrity and honesty <p>Communication efficiency;</p> <ul style="list-style-type: none"> - Fluent in reading, writing and speaking English - Cultural awareness and sensitivity; <p>Professionalism, collaboration, and service mindsets</p> <ul style="list-style-type: none"> - Responsible individual and team member; - Discipline and good time management; - Positive attitude to colleague and customers; <p>IT</p> <ul style="list-style-type: none"> - General IT knowledge - Apply appropriate IT competency in travel and service businesses; - Apply IT and statistical tools for data analysis;
<p>Subject-specific Competences</p>	<p>Entrepreneurial skills, attitudes and</p>



	<p>knowledge in travel and service business related industries (through business plan composition)</p> <p>Specific skills and knowledge in five specific industries namely hotel, restaurant, event, tourism, and health & wellness</p> <ul style="list-style-type: none">- Specific necessary software;- Specific characteristics;- Specific business practices and implication;- Entrepreneurial business plan/proposal creation; <p>Specific Ethical standard within the context</p> <ul style="list-style-type: none">- Ethical understanding and practices within the travel and service business related
Learning Outcomes of the Graduates	
Program Learning Outcomes (PLOs)	<p>At the end of this program, successful students will be able to</p> <ol style="list-style-type: none">1) Apply operational knowledge and practices in the selected travel and service business industries2) Illustrate managerial and entrepreneurial knowledge and practices in the selected travel and service businesses.3) Apply ethical and professional standard in the selected travel and



	<p>service businesses.</p> <ol style="list-style-type: none">4) Demonstrate good teamwork and express appropriate roles (team leader versus team player) in the team working environment.5) Apply a high level of communication standard for any project related to the travel and service businesses (way of presentation).6) Demonstrate cross-cultural ability in terms of language communication and cultural sensitivity
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