



Degree Level Bachelor's Grad.Dip. Master's Higher Grad.Dip. Doctoral
 TQF2 Bachelor of Management Program in
 International Hospitality Management (International Program)

Mahidol University International College
 Tourism and Hospitality Management Division

Undergraduate Program	
1. Program Title (Thai) หลักสูตรการจัดการบัณฑิต สาขาวิชาการจัดการการบริการนานาชาติ (หลักสูตรนานาชาติ) (English) Bachelor of Management Program in International Hospitality Management (International Program)	
2. Degree Title (Thai) การจัดการบัณฑิต (การจัดการบริการนานาชาติ) (English) Bachelor of Management (International Hospitality Management)	
Program Overview	
Type of Program	Bachelor's Degree (International Program), Academic Program
Number of Credits	No less than 183 credits
Duration of Program/ Program Cycle	Four-Year Program
Program Status and Schedule of Program Start Dates	Revised Program 2018 Program start: Trimester I, Academic Year 2018
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 / Goals / Objectives	Goals The Bachelor of Management in International Hospitality Management fosters professionalism, analytical and practical skills and knowledge in international hospitality and the related areas in tourism and Meeting Incentive Convention and Exhibition (MICE) industries. The program aims to produce graduates who <ol style="list-style-type: none"> 1. pose analytical ability and practical knowledge in the international hospitality management and the related areas; 2. be able to work up to professional standard, ethical and social responsibility in international tourism and



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	<p>hospitality industry;</p> <ol style="list-style-type: none"> 3. demonstrate a good level of English and the third language proficiency, both in verbal and written communication; 4. are competent and adaptive and have cultural awareness in the global arena; 5. understand and apply the ten Global Codes of Ethics of the United National World Tourism Organisation (UNWTO) into practices; 6. To have an entrepreneurial and a managerial competency to develop the organizations/enterprises in international tourism and hospitality industry with sustainability mindset; <p>Objectives</p> <p>To produce graduates who have the characteristics, knowledge and skills as follows:</p> <ol style="list-style-type: none"> 1) To be able to work up to professional standard, ethical and social responsibility in international tourism and hospitality industry; 2) To be able to operate international tourism and hospitality business; 3) To have an entrepreneurial and a managerial competency to develop the organizations/enterprises in international tourism and hospitality industry with sustainability mindset; 4) To be able to have a cultural awareness and an ability to communicate in third language.
<p>Distinctive Features</p>	<ol style="list-style-type: none"> 1. Entrepreneurial and managerial competency; 2. Sustainability and the Global Code of Ethics; 3. Third language proficiency; 4. Internal and external compulsory internships;
<p>Academic System (semester/trimester/quarter system)</p>	<p>Trimester system</p>
<p>Advancement Path of the Graduates</p>	



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<p>Career Opportunities</p>	<p>Entrepreneurship: Restaurant owner; Hotel owner and operator; Event planner and organizer (own); Travel agency and Tour Operator;</p> <p>Corporate/Industry sector: Positions in various <i>hotel, restaurant, and/or airline</i> 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>Government sector Jobs in tourism organisations such as Tourism Authority of Thailand, jobs in event organisations such as Thailand Convention and Exhibition Bureau (TCEB).</p> <p>Academic and research: Research department of marketing research firm (on tourist behaviour, tourism trends)</p> <p>Others: 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>Masters in International Hospitality Management; Masters of Business Administration; Masters of Marketing; Masters of Service Management; And other Master's degree relating to the Business Management; Specific area such as pilot training;</p>
<p>Educational Philosophy in Program Management</p>	
<p>Program Philosophy</p>	<p>The curriculum aims to produce future leaders in Tourism</p>



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	<p>and Hospitality who are well equipped with both theories and practices, who can competently apply their knowledge in relation to international hospitality management in the hospitality related industries, 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.</p> <p>The program also instills the third language requirement to promote the third language proficiency, together with the two internships in order to enhance the practical skills and work competencies within the hospitality 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>
<p>Strategy/Practice for Evaluating Learning Outcomes of Students</p>	<p>BM-IHM 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 analyzes 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



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	the Chairman, Program Director and Curriculum Committee;
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Competencies Enhanced to the Students of the Program	
Generic Competence	<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; <p>Ethical and responsible mindsets;</p> <ul style="list-style-type: none"> - 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 <p>Professionalism 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; - General IT knowledge - Cultural awareness and sensitivity;
Subject-specific Competence	<p>Communication efficiency;</p> <ul style="list-style-type: none"> - Satisfactory level in reading, writing and speaking the third languages, particularly in the hospitality context; <p>Specific skills and knowledge in hospitality context</p> <ul style="list-style-type: none"> - Specific hospitality software; - Specific hospitality and tourism characteristics; - Specific hospitality and tourism business practices and implication; - Hospitality and tourism entrepreneurial mindsets.



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	<p>Specific Ethical standard within the context</p> <ul style="list-style-type: none"> - Application of the Global Code of Ethics
<p>Learning Outcomes of the Graduates</p>	
<p>PLOs</p>	<p>At the end of the program, successful students will be able to:</p> <ol style="list-style-type: none"> 1) Apply operational knowledge and practice in the selected tourism and hospitality business. 2) Apply managerial and entrepreneurial knowledge and practice in the selected tourism and hospitality business. 3) Apply ethics and professional standard in the international tourism and hospitality operation and management. 4) Apply a high level of communication standard for any project related to the international tourism and hospitality industry (way of presentation). 5) Demonstrate interpersonal skill and effective ways of communication through the use of English and Foreign language. 6) Demonstrate self-responsibility and good teamwork and express roles in the workgroup appropriately and with cultural sensitivity. 7) Analyze situations to resolve, improve or further mitigate problems/issues related to the international tourism and hospitality management and operations. 8) Identify sustainable solutions after analyzing the causes of problem in the hospitality and tourism business. 9) Assess qualitative and/or quantitative data to provide implications related to the international tourism and hospitality management for academic or industry/business.