

Program of Study
Bangkok University International
Bachelor of Arts Program in International Tourism and Hospitality Management (International Program)
Academic Year 2025

First Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN106	The Art of Writing	3	3		
IEN108	Persuasive Presentation	3	3		
IGE011	Thinking Skills for Lifelong Learning	3	3		
IGE012	Citizenship in Society and International Community	3	3		
THI101	Introduction to Tourism and Hospitality Management	3	3		
THI201	Cross-Cultural Communication	3	3		
		18	18	0	0

First Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN107	Critical Reading and Writing	3	3	3	3
IGE013	Technology and Innovation for the Future	3	3	3	3
IGE014	Aesthetics and Well-being for Life	3	3	3	3
THI102	Service Quality Management	3	3	3	3
THI311	Sustainable Tourism and Hospitality	3	3	3	3
THI312	Meetings, Incentives, Conferences and Exhibitions (MICE) (Special Interest I)	3	3	3	3
THI101	Introduction to Tourism and Hospitality Management			3	3
		18	18	21	21

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Second Year First Semester					
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE015	Entrepreneurial Spirit and Financial Literacy	3	3	3	3
THI203	Consumer Behavior in Tourism and Hospitality Industries	3	3	3	3
THI204	People, Management and Change in the Service Industries	3	3	3	3
THI207	Service Design and Service Marketing	3	3	3	3
THI212	Data Analytics for Tourism and Hospitality	3	3	3	3
XXXXXX	Foreign Language I	3	3	3	3
IEN108	Persuasive Presentation			3	3
		18	18	21	21

Second Year Second Semester					
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI205	Laws and Regulations of Tourism and Hospitality	3	3	3	3
THI211	Global Trends and Strategies in Tourism and Hospitality	3	3	3	3
THI206	Technology and Innovation in Tourism and Hospitality	3	3	3	3
THIXXX	Special Interest II	3	3	3	3
THIXXX	Special Interest III	3	3	3	3
XXXXXX	Foreign Language II	3	3	3	3
IEN107	Critical Reading and Writing			3	3
		18	18	21	21

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Third Year First Semester					
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI314	Entrepreneurship in Tourism and Hospitality	3	3	3	3
THI 411	Logistics and Supply Chains for Tourism and Hospitality Industries	3	3	3	3
THIXXX	Special Interest IV	3	3	3	3
XXXXXX	Foreign Language III	3	3	3	3
XXXXXX	Free Elective I	3	3	3	3
IGE011	Thinking Skills for Lifelong Learning			3	3
THI201	Cross-Cultural Communication			3	3
		15	15	21	21

Third Year Second Semester					
Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI413	Accounting and Finance for Tourism and Hospitality	3	3	3	3
THI213	Personality Development for Tourism and Hospitality Management	3	3	3	3
THIXXX	Special Interest V	3	3	3	3
THIXXX	Special Interest VI	3	3	3	3
XXXXXX	Foreign Language IV	3	3	3	3
IGE012	Citizenship in Society and International Community			3	3
		15	15	18	18

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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
THI391	Career Preparation	3		3	
THI414	Applied Research in Tourism and Hospitality	3	3	3	3
THIXXX	Special Interest VII	3	3	3	3
XXXXXX	Foreign Language V	3	3	3	3
XXXXXX	Free Elective II	3	3	3	3
ICO301	Pre-Cooperative Education		3		3
		15	15	15	15

Fourth Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
THI493	Internship II	3		3	
THI399	Cooperative Education in Tourism and Hospitality Industry		6		6
		3	6	3	6