



KITMAN

Kasetsart University International
Integrated Tourism Management

Kasetsart University International Integrated Tourism Management Program (KITMAN)

Example of study plan

Semester 1, Year 1

01583111	Service Psychology for Tourism and Hospitality	3(3-0-6)
01583112	Introduction to Tourism Management	3(3-0-6)
01101101	Introduction to Economics	3(3-0-6)
01999111	Knowledge of Land	2(2-0-4)
	Language and Communication subject Group	
	-Thai Language course	3(- -)
	-Computer/Information course	1(- -)
	-Foreign Language course	3(- -)
		<u>18(- -)</u>

Semester 2, Year 1

01321111	Principles of Management	3(3-0-6)
01583113	Introduction to Hospitality Management	3(3-0-6)
	Thai Citizen and Global Citizen subject group	
	-01999032 Thai studies	3(- -)
	Wellness subject group	
	-01999213 Environment, Technology and Life	3(- -)
	Aesthetics subject group	
	-01999034 Art Perception	3(- -)
01175xxx	Physical Education Activities	1(0-2-1)
	Foreign Language course	3(- -)
		<u>19(- -)</u>

Semester 1, Year 2

01583212	Information Technology for Tourism and Hospitality Management	3(2-2-5)
01583221	Geography for Global Tourism	3(3-0-6)
01583241	Operation Management for Tourism and Hospitality	3(3-0-6)
01583242	Marketing for Tourism and Hospitality	3(3-0-6)
01583331	Inter-Personal Skills and Cross-Cultural Communication	3(3-0-6)

	Entrepreneurship subject group -01999043 Creativity for Value Management	3(- -)
	-Foreign Language course	3(- -)
		<u>21(- -)</u>

Semester 2, Year 2

01583211	Human Resource Management for Tourism	3(3-0-6)
01583213	Professionals and Laws for Tourism and Hospitality	3(3-0-6)
01583243	Accounting and Finance for Tourism and Hospitality	3(3-0-6)
01583251	Tourism Transportation Management	3(3-0-6)
01583361	Sustainable Tourism Planning and Development	3(3-0-6)
	Foreign Language for career	3(- -)
	Entrepreneurship subject group -01999041 Economics for Better Living	3(- -)
		<u>21(- -)</u>

Semester 1, Year 3

01583231	Tour Operation and Tour Business Management	3(2-2-5)
	Elective specific course (Tourism)	9(- -)
	Foreign Language for career	6(- -)
		<u>18(- -)</u>

Semester 2, Year 3

01583491	Basic Research Methodology for Tourism and Hospitality	3(3-0-6)
	Elective specific course (Hospitality)	9(- -)
	Foreign Language for career	6(- -)
		<u>18(- -)</u>

Semester 1, Year 4

01583441	Strategic Management for Tourism and Hospitality	3(3-0-6)
01583497	Seminar	1(1-0-2)
	Free Elective	6
	Elective specific course (Tourism and Hospitality)	6(- -)
	Foreign Language for career	3(- -)
		<u>19(- -)</u>

Semester 2, Year 4

01583490	Co-operative Education	6
		<u>6</u>

NOTE: The schedule for courses in Language Subject Group and Physical Education Subject Group will be confirmed in the beginning of each semester.

Curriculum of Bachelor of Arts Program in Integrated Tourism Management (International Program)

Curriculum Structure

The total number of credits **139 credits**

Program Structure

1. General Education	30 credits
1.1 Wellness	at least 3 credits
1.2 Entrepreneurship	at least 6 credits
1.3 Language and communication	13 credits
1.4 Thai citizen and global citizen	5 credits
1.5 Aesthetics	3 credits
2. Specific Subjects	97 credits
2.1 General education course	24 credits
2.2 Specific course	at least 73 credits
1) Core course	31 credits
2) Elective specific course	at least 42 credits
- Specific attention course	at least 24 credits
- Foreign language for career	at least 18 credits
3. Free Elective	6 credits
4. Co-operative Study	6 credits

Subjects in Each Group

(1) General Education **30 credits**

1.1 Wellness **at least 3 credits**

-01175XXX Physical Education Activities 1(0-2-1)

Students are required to enroll in 2 credits of Wellness courses from the General Education Field.

1.2 Entrepreneurship **at least 6 credits**

Students are required to enroll in 6 credits of Entrepreneurship courses from the General Education Field.

1.3 Language and Communication **at least 13 credits**

Foreign Language (1 language) 9 (- -)

Thai language 3 (- -)

Information/Computer 1 (- -)

1.4 Thai Citizen and Global Citizen**at least 5 credits**

-01999111 Knowledge of the Land

2 (2-0-4)

Students are required to enroll in 3 credits of Thai Citizen and Global Citizen courses from the General Education Field.

1.5 Aesthetics**at least 3 credits**

Students are required to enroll in 3 credits of Aesthetics courses from the General Education Field.

(2) Specific courses**97 credits****2.1 General education courses****24 credits**

01101101 Introduction to Economics

3(3-0-6)

01132111 Principle of Management

3(3-0-6)

01583111 Service Psychology for Tourism and Hospitality

3(3-0-6)

01583112 Introduction to Tourism Management

3(3-0-6)

01583113 Introduction to Hospitality Management

3(3-0-6)

01583211 Human Resources Management for Tourism

3(3-0-6)

01583212 Information Technology for Tourism and Hospitality Management

3(2-2-5)

01583213 Professionals and Laws for Tourism and Hospitality

3(3-0-6)

2.2 Specific courses**at least 73 credits****1) Core courses**

01583221 Geography for Global Tourism

3(3-0-6)

01583231 Tour Operation and Tour Business Management

3(2-2-5)

01583241 Operations Management for Tourism and Hospitality

3(3-0-6)

01583242 Marketing for Tourism and Hospitality

3(3-0-6)

01583243 Accounting and Finance for Tourism and Hospitality

3(3-0-6)

01583251 Tourism Transportation Management

3(3-0-6)

01583361 Sustainable Tourism Planning & Development

3(3-0-6)

01583331 Inter-Personal Skills and Cross-Cultural

3(3-0-6)

Communication

01583441 Strategic Management for Tourism and Hospitality

3(3-0-6)

01583491 Basic Research Methodology in Tourism

3(3-0-6)

01583497 Seminar

1(1-0-2)

2) Elective specific courses**at least 42 credits****Select course from 2 groups following****- Specific attention courses****• Tourism courses****at least 9 credits**

01583451 Airline Business Management

3(3-0-6)

01583421 Cultural Tourism Management

3(3-0-6)

01583422 Ecotourism Management

3(3-0-6)

01583423	Community-Based Tourism Management	3(3-0-6)
01583424	Agro-Tourism Management	3(3-0-6)
01583431	MICE Management	3(2-2-5)
01583432	Health and Spa Tourism Management	3(3-0-6)
01583433	Sport Tourism Management	3(3-0-6)
01583434	Festival and Special Event Management	3(2-2-5)
	• Hospitality courses	at least 9 credits
01583461	Front Office Management	3(2-2-5)
01583462	Housekeeping Management	3(2-2-5)
01583463	Food and Beverage Service Management	3(2-2-5)
01583464	Facilities Planning for hospitality industry Management	3(3-0-6)
01583465	Purchasing for Hospitality Industry	3(3-0-6)
01583466	Food and Beverage Cost Control	3(3-0-6)
01583467	Principles of Culinary Arts	3(3-0-6)
	• Tourism and Hospitality courses at least 9 credits	
01583442	Tourism and Hospitality Consumer Behavior	3(3-0-6)
01583443	Organizational Development in in the Tourism and Hospitality Industry	3(3-0-6)
01583444	Entrepreneurship in the Tourism and Hospitality Industries	3(3-0-6)
01583445	Revenue Management in the Tourism and Hospitality Industries	3(3-0-6)
01583446	Quality Management for Tourism and Hospitality	3(3-0-6)
01583496	Selected Topics in Integrated Tourism Management	1-3

-Foreign language for career at least 18 credits

Students are required to enroll in 9 credits for 1 foreign language from language courses from the general education field. (Students must study the same language as that selected in General Education.)

English courses

01355207	English Correspondence	3(3-0-6)
01355209	Communicative English for Careers	3(3-0-6)
01355302	Report Writing in English	3(3-0-6)
01355303	English for Employment	3(3-0-6)
01355306	English for Tourism Guidance	3(3-0-6)
01355307	English for Secretarial Science	3(3-0-6)
01355308	English for Airline Personnel	3(3-0-6)

French courses

01356104	Elementary French IV	3(3-0-6))
01356241	French Listening-Speaking for Communication	3(3-0-6)
01356242	French Speaking-Listening for Careers	3(3-0-6)
01356461	French for Tourism	3(3-0-6)
01356462	French for Ground and In-Flight Attendants	3(3-0-6)
01356471	French for Hotel Studies	3(3-0-6)
01356472	French for Culinarian	3(3-0-6)

01356481 French for Business 3(3-0-6)

German courses

01357114 Elementary German IV 3(3-0-6)

01357241 German Listening - Speaking I 3(3-0-6)

01357242 German Listening - Speaking II 3(3-0-6)

01357243 Communicative German for Careers 3(3-0-6)

01357461 German for Tourism 3(3-0-6)

01357471 German for Hotel Studies 3(3-0-6)

01357481 German for Secretarial Science 3(3-0-6)

Japanese courses

01358104 Elementary Japanese IV 3(3-0-6)

01358142 Fundamental Japanese Listening-Speaking 3(3-0-6)

01358211 Intermediate Japanese I 3(3-0-6)

01358212 Intermediate Japanese II 3(3-0-6)

01358241 Intermediate Japanese Listening-Speaking I 3(3-0-6)

01358242 Intermediate Japanese Listening-Speaking II 3(3-0-6)

01358461 Japanese for Tourism 3(3-0-6)

01358471 Japanese for Hotel Studies 3(3-0-6)

Chinese courses

01362241 Chinese Conversation I 3(3-0-6)

01362242 Chinese Conversation II 3(3-0-6)

01362341 Chinese Business Conversation 3(3-0-6)

01362372 Chinese for International business 3(3-0-6)

01362461 Chinese for Tourism Business 3(3-0-6)

01362462 Chinese for tourist guide 3(3-0-6)

01362463 Chinese for Hotel business 3(3-0-6)

(3) Free Elective Subjects

6 Credits

Under advisors' supervision, students can study any subject conducted by other International Programs of Kasetsart University.

(4) Co-operative Study

6 Credits

Course Descriptions

01101101 Introduction to Economics

3(3-0-6)

Fundamental micro and macro-economic emphasizing the meaning and broad scope of the economy. Basic economic problems. Demand, supply, and market mechanism. Consumer behavior. Cost, revenue and equilibrium of the firm. National income. Public finance. Money and banking. International trade. Economic development with special reference to the Thai case.

01132111 Principle of Management**3(3-0-6)**

Concepts and evolution of management. Managerial jobs. Business environment affecting business management. Business ethics and corporate social responsibility. Managerial roles and management functions of managers. Business decision-making, planning, organizing, leading, and controlling.

01583111 Service Psychology for Tourism and Hospitality**3(3-0-6)**

Types, characteristics and trends in service. Concepts and theories of psychology, sociology, cross-cultural communication, and marketing applied to the tourism and hospitality industry. Concepts and theories of psychology applied for self-development for careers in the tourism and hospitality industry. Case Studies.

01583112 Introduction to Tourism Management**3(3-0-6)**

Meaning, structures, and systems of tourism industry. Evolution, current situations and trends in tourism industry. Tourism demand and tourist behavior. Tourism Impact. Tourism planning and development concepts. Types and characteristics of tourism industry components. Roles, responsibilities of the government and national and international tourism organization. Field trips required.

01583113 Introduction to Hospitality Management**3(3-0-6)**

Meaning and components of hospitality industry. Factors affecting growth and change in hospitality industry. Management patterns and operations of lodging business, food service business and other businesses in hospitality industry. Relationship of hospitality industry with travel and tourism industry. Field trips required.

01583211 Human Resources Management for Tourism**3(3-0-6)**

Meaning, significance, concepts and process in human resource management in the tourism and hospitality industry. Personnel selection, recruitment, training and potential development. Performance appraisal and remuneration. Labor relations. Creation of leadership skills. Ethical development and problems-solving in human resource management. Case studies.

01583212 Information Technology for Tourism and Hospitality Management **3(2-2-5)**

Systems and components of the computer network. Information systems and database management for tourism and hospitality management. E-commerce and Global Distribution System. Software application in the tourism and hospitality industry. Laws and ethics for information technology. Case studies. Practical training required.

01583213 Professionals and Laws for Tourism and Hospitality**3(3-0-6)**

Roles and responsibilities of tourism and hospitality entrepreneurs towards clients and society. Business and professional ethics. Laws related to tourism and hospitality industry. Ethical problems in the tourism and hospitality industry and solutions. Case studies.

01583221 Geography for Global Tourism**3(3-0-6)**

Geography of Thailand and other countries as world tourism regions. Principles, concepts of geographical features, climate, and natural resources related to the tourism industry. Application of ecological and geographical information to routing and conducting tours in natural tourist destinations in Thailand and foreign countries. Field trip required

01583231 Tour Operation and Tour Business Management**3(2-2-5)**

Tour planning and organizing. Tour costing, pricing, and selling. Tour operations. Tour guiding. Post - tour evaluation. Tour business management. Accounting and finance for tour business. Practical training. Field trips required.

01583241 Operations Management for Tourism and Hospitality**3(3-0-6)**

Basic principles and functions in operations management as applied to tourism and hospitality. Designing, organizing, assessing and controlling the service processing. Service system improvement. Tourism and hospitality project management. Case studies.

01583242 Marketing for Tourism and Hospitality**3(3-0-6)**

Systems and components of tourism and hospitality marketing. Marketing environment. Consumer behavior in tourism and hospitality industries. Market segmentation, targeting and positioning. Tourism and hospitality marketing mix strategies. Marketing planning. Guidelines and techniques for writing marketing plans. Case studies.

01583243 Accounting and Finance for Tourism and Hospitality**3(3-0-6)**

Foundations of financial analysis for tourism and hospitality businesses. Reading and analyzing financial statements. Balance sheet, profit and loss account, statements of cash flow and other tourism and hospitality financial reports. Revenue management. Budgeting. Case studies.

01583251 Tourism Transportation Management**3(3-0-6)**

Meaning, scope and significance of tourism transportation. Tourism supply chain and tourism logistics. Modes of tourism transportation. Ground transportation, water-based transportation and air transportation. Managing, costing, pricing and ticketing for tourism transportation. Case studies.

01583361 Sustainable Tourism Planning & Development**3(3-0-6)**

Evolution and trends in tourism planning and development. Concepts, principles and planning processes for sustainable tourism development. Planning feasibility study and implementation of tourism development projects. Tourism planning and development under different contexts. Case studies. Field trips required.

01583331 Inter-Personal Skills and Cross-Cultural Communication 3(3-0-6)

Cross-cultural communication in relation to tourism and hospitality industry. Understanding the character and attitudes towards foreigners. Analysis of verbal and non-verbal communication between Western and Eastern cultures. Interactional skills creativity development between cultures. Arts of establishing personal relations and public relations, including negotiation and conflicts management.

01583441 Strategic Management for Tourism and Hospitality 3(3-0-6)

Meanings, concepts, scopes and significance of strategic management in the tourism and hospitality industry. External and internal environment analysis. Strategy formulation, implementation and control. Case studies.

01583491 Basic Research Methodology in Tourism 3(3-0-6)

Principles and research methods in tourism. Identification of research problems, Formulation of research objectives and hypotheses. Collection of data. Construction of questionnaires. Data analysis and interpretation. Application of statistics for research. Report writing and presentation.

01583497 Seminar 1(1-0-2)

Presentation and discussion of knowledge at the bachelor's degree level on situations and development of global and Thai tourism industry.

01583451 Airline Business Management 3(3-0-6)

Relationship between air travel management and logistics for tourism. Scope and characteristics of airlines business. Roles and duties of related international aviation organizations, air traffic regulations, technical terms and codes in airlines business. Routing, flight timetables, global distribution system, and software application in airlines business. Reservation, ticketing, ground services, in-flight services, and cargo services. Policies and guidelines of management, operations, and marketing in airlines business. Case studies. Field trips required.

01583421 Cultural Tourism Management 3(3-0-6)

Meaning, components, and patterns of cultural tourism. Trends in global and Thai cultural tourism. Strategies and planning processes for cultural tourism development. Principles and guidelines of cultural destination management. Problems, threats, and solutions. Roles of governmental and private organizations in cultural tourism development. Case studies. Field trips required.

01583422 Ecotourism Management**3(3-0-6)**

Meaning, components, patterns and trends in global and Thai ecotourism. Components of ecotourism management. Planning processes for ecotourism management. Zoning management. System and types of facilities corresponding to carrying capacity of destinations. Assessment of potential of ecotourism destinations. Interpretation and education of ecotourism. Community participation. Roles of governmental and private organizations in ecotourism development. Case studies. Field trips required.

01583423 Community-Based Tourism Management**3(3-0-6)**

Meaning, components, patterns trends in global and Thai community-based tourism. Roles and significance of local communities in tourism development. Strategies and planning processes for community-based tourism development. Tourist destinations and community-based tourism activities in Thailand. Guidelines for growing local awareness and participation in sustainable tourism planning and development. Problems, threats, and solutions. Roles of governmental and private organizations in community-based tourism development. Case studies. Field trips required.

01583424 Agro-Tourism Management**3(3-0-6)**

Meaning, components, patterns and trends in global and Thai agro-tourism. Strategies and planning processes of agro-tourism development. Tourist destinations and agro tourism activities in Thailand. Principles and guidelines for agricultural area development and management as tourist destinations. Problems, threats, and solutions. Roles of governmental and private organizations in agro-tourism development. Case studies. Field trips required.

01583431 MICE Management**3(2-2-5)**

Meaning, significance, and evolution of international convention and exhibition business. Roles of governmental and private organizations in national and international convention and exhibition business development. Types, characteristics, and components of convention and exhibition organizing. Supply chain, budgeting, planning processes, and guidelines for operation, marketing, monitoring, and budget controlling. Pre and post evaluation. Practical training. Field trips required.

01583432 Health and Spa Tourism Management**3(3-0-6)**

Meaning, components, patterns and trends in global and Thai health and spa tourism. Roles of governmental and private organizations in health tourism and spa tourism development. Problems, threats, and solutions. Information sources and guidelines for applying public health, medical, Thai herbs, and cosmetic medicine information. Safety and sanitation standards for health and spa tours. Marketing management. Case studies. Field trips required.

01583433 Sport Tourism Management**3(3-0-6)**

Meaning, components, patterns and trends in global and Thai sport tourism. Strategies and planning processes of sport tourism development. Principles and guidelines for sport tourism management. Problems, threats, and solutions. Roles of governmental and private organizations in sport tourism development. Case studies. Field trips required.

01583434 Festival and Special Event Management**3(3-0-6)**

Meaning, types, characteristics and components of festivals and special events for tourism. Concept design for festivals and special events. Project management procedure, planning, marketing promotions, budget allocation and control. Risk management. Techniques in coordination and problem-solving. Evaluation and report writing. Field trips required.

01583461 Front Office Management**3(2-2-5)**

Management structure and operational patterns of hotel front office. Room management, reservation, reception, registration, luggage handling services, information services, expenses posting, checking out, payment, service problems, and solution. Information systems, software application and statistic information applied for front office management. Revenue management, quality management, management problems and solution. Practical training. Field trips required.

01583462 Housekeeping Management**3(2-2-5)**

Structure and operation of the housekeeping department. Characteristics of housekeeping equipment and supplies. Management of housekeeping inventory and equipment. Cleaning function. Linen and laundry room management. Housekeeping personnel administration. Directing and controlling housekeeping operations. Problems-solving in the housekeeping department. Practical training. Field trips required.

01583463 Food and Beverage Service Management**3(2-2-5)**

Management structures and operational patterns of food and beverage department. Patterns, characteristics, procedures, and techniques of food and beverage services. Table setting, making mixed drinks, service problems, and solutions. Menu planning, costing, and cost controlling. Revenue management, quality management, management problems, and solutions. Practical training. Field trips required.

01583464 Facilities Planning for hospitality industry Management**3(3-0-6)**

Roles, cost and management of hospitality facilities. Hospitality facilities management tools, techniques, and trends. Environmental management. Safety and security systems. Water and wastewater systems. Electrical systems. Air conditioning systems. Lighting systems. Lodging and food service planning and design. Planning and implementing facilities renovation project. Case studies.

01583465 Purchasing for Hospitality Industry**3(3-0-6)**

Role and significance of purchasing function in the hospitality industry. Organization and administration of purchasing. Relationship between buyers and other departments in an organization. Supplier selection and evaluation. Purchase specification. Optimal amount, price and payment policy. Ordering, receiving and storage management procedures. Case studies.

01583466 Food and Beverage Cost Control**3(3-0-6)**

Concepts and significance of cost control in the hospitality industry. Cost-Volume and Profit analysis. Purchasing, receiving, storage, issuing and, food and beverage production controls. Labor cost and other expenses controls. Sales forecasts and sales and revenue controls control in sales and revenue. Case studies.

01583467 Principles of Culinary Arts**3(3-0-6)**

Concepts and principles of culinary art. Kitchen structure and organization. Knowledge about ingredients, hygiene and sanitary, preparation and cooking methods of international cuisines. Field trip required.

01583442 Tourism and Hospitality Consumer Behavior**3(3-0-6)**

Internal and external factors influencing tourism and hospitality consumer behavior. Characteristics of consumption and different consumer behavior in social, cultural, economic, demographic and psychological aspects. Consumer decision-making processes. Application of consumer behavior concepts to tourism and hospitality marketing decisions. Case studies.

01583443 Organizational Development in in the Tourism and Hospitality Industry 3(3-0-6)

Principles and concepts of organizational development. Organizational development process. Human behavior affecting organizational development. Techniques, methods and tools for organizational development. Analysis of factors affecting organization management. Designing organization for efficiency maximization. Case studies.

01583444 Entrepreneurship in the Tourism and Hospitality Industries**3(3-0-6)**

Concepts, principles and environment associated with entrepreneurship in tourism and hospitality industry. Finance, business planning, operations management, marketing and strategies for tourism and hospitality entrepreneurs. Case studies.

01583445 Revenue Management in the Tourism and Hospitality Industries**3(3-0-6)**

Concepts and principles of revenue management in tourism and hospitality industry. Strategic pricing and differential pricing. Demand forecasting. Inventory and price management. Distribution channel management. Evaluation of revenue management. Case studies.

- 01583446 Quality Management for Tourism and Hospitality** **3(3-0-6)**
 Concepts and principles of service quality management in the tourism and hospitality industry. Planning and design for quality service. Managing, monitoring and measuring service quality. Managing service failure. Case studies .
- 01583496 Selected Topics in Integrated Tourism Management** **1-3**
 Selected topics in integrated tourism management at the bachelor’s degree level. Topics are subject to change each semester.
- 01355207 English Correspondence** **3(3-0-6)**
 Writing of various types of letters with emphasis on form, vocabulary and idiomatic and conventional expressions, including how to write letters of application and prepare resumes.
- 01355209 Communicative English for Careers** **3(3-0-6)**
 Vocabulary and expressions used in many career areas. Memos, advertisements, telegrams, schedules, and other career documents.
- 01355302 Report Writing in English** **3(3-0-6)**
 Writing formal reports: locating and collecting data from various sources, compiling data, and writing a finished report.
- 01355303 English for Employment** **3(3-0-6)**
 Listening, speaking, and writing based on the components of language necessary for job application for various careers and professions including strategies and techniques for job interviews and the completion of application forms.
- 01355306 English for Tourism Guidance** **3(3-0-6)**
 Vocabulary and English expressions used in tour guides, describing important tourist attractions, religion, culture, traditions and general information while traveling in Thailand and ASEAN countries.
- 01355307 English for Secretarial Science** **3(3-0-6)**
 Vocabulary, technical expressions used in various media dealing with office business work; practicing listening, speaking, reading and writing concerning secretarial work.
- 01355308 English for Airline Personnel** **3(3-0-6)**
 Terminology and English expressions used in airline in – flight services and ground services.
- 01356104 Elementary French IV** **3(3-0-6)**
 Upper-intermediate grammar level. General conversations. Reading short texts in order to understand the content and language structure.
- 01356241 French Listening-Speaking for Communication** **3(3-0-6)**
 Listening and speaking in various situations of everyday life.

- 01356242 French Speaking-Listening for Careers** **3(3-0-6)**
Listening, retelling, summarizing, and expressing opinions from career related documents.
- 01356461 French for Tourism** **3(3-0-6)**
French language as used in travel and tourism in various situations. Field trip required.
- 01356462 French for Ground and In-Flight Attendants** **3(3-0-6)**
French language skills required to perform the tasks of ground and in-flight attendants. Reading in-flight announcements and technical terms in relation to airline business. Effective oral communication in various situations.
- 01356471 French for Hotel Studies** **3(3-0-6)**
French language as used in hotel business in various situations. Field trip required.
- 01356472 French for Culinarian** **3(3-0-6)**
French language skills required to perform the tasks of culinarian. Vocabulary and expressions concerning food and various types of cooking.
- 01356481 French for Business** **3(3-0-6)**
French language as used in business world in various situations. Field trip required.
- 01357114 Elementary German IV** **3(3-0-6)**
Presentation of language structure and grammatical rules of the German language, with emphasis on reading, writing, and abstracting main ideas from what has been read.
- 01357241 German Listening - Speaking I** **3(3-0-6)**
Listening and speaking in various situations of everyday life.
- 01357242 German Listening - Speaking II** **3(3-0-6)**
Listening, retelling, summarizing and expressing opinions about stimuli presented through various instructional media.
- 01357243 Communicative German for Careers** **3(3-0-6)**
Practice German listening, speaking, reading and writing skills needed for communication in various careers.
- 01357461 German for Tourism** **3(3-0-6)**
Practice in German language used in travel and tourism business. Field trips included.
- 01357471 German for Hotel Studies** **3(3-0-6)**
Practice in German language as used in hotel management. Field trips included.

01357481 German for Secretarial Science	3(3-0-6)
German language for secretarial work with an emphasis on the spoken and written language of business. Field trips included.	
01358104 Elementary Japanese IV	3(3-0-6)
Elementary language structure at a higher level. Reading short texts in order to understand the content and language structure. Conversation on general topics. Further study of Kanji.	
01358142 Fundamental Japanese Listening-Speaking	3(3-0-6)
Listening and speaking in daily life conversation.	
01358211 Intermediate Japanese I	3(3-0-6)
Sentence structure and relationships among the elements in sentences. Listening, speaking, reading and writing of passages. Further study of Kanji.	
01358212 Intermediate Japanese II	3(3-0-6)
Sentence structure. Analyzing complex sentences. Listening, speaking, reading and writing of vocabulary. Further study of Kanji.	
01358241 Intermediate Japanese Listening-Speaking I	3(3-0-6)
Listening and conversing in formal and informal situation. Listening to grasp main ideas.	
01358242 Intermediate Japanese Listening-Speaking II	3(3-0-6)
Listening and speaking in various situations at a higher level. Expressing opinions.	
01358461 Japanese for Tourism	3(3-0-6)
Japanese used in travel and tourism business. Field trips included.	
01358471 Japanese for Hotel Studies	3(3-0-6)
Japanese used in the hotel business. Field trips included.	
01362241 Chinese Conversation I	3(3-0-6)
Simple conversation in situation of everyday life.	
01362242 Chinese Conversation II	3(3-0-6)
Conversations about everyday life and current events.	
01362341 Chinese Business Conversation	3(3-0-6)
Vocabulary and expression used in actual business meeting.	
01362372 Chinese for International business	3(3-0-6)
Vocabulary and expression concerning international business.	

01362461 Chinese for Tourism Business

3(3-0-6)

Vocabulary and expressions in tourism management for Chinese tourists. Field trip required.

01362462 Chinese for tourist guide

3(3-0-6)

Vocabulary and expression concerning tourism and tourist attractions in Thailand. Field trip required.

01362463 Chinese for Hotel business

3(3-0-6)

Vocabulary and expressions used in hotel business. Field trip required.