Master of Business Administration Programme  
in Hotel and Tourism Management  
(International Programme/Revised Programme 2012)  

International College

**Programme Title**  Master of Business Administration Programme in Hotel and Tourism Management (International Programme)

**Degree Title**  Master of Business Administration (Hotel and Tourism Management)  
M.B.A. (Hotel and Tourism Management)

**Venue to conduct the study**  
Classes are mainly conducted at Silpakorn University International College, located at, 22 Borommaratchachonnani Road, Talingchan, Bangkok 10170, and internships take place both in Thailand and overseas.

**Cooperation with Other Universities**  
A collaborative programme with Vatel International Business School, France, in accordance with the Ministry of Education’s announcement on educational cooperation between Thai and overseas institutions.

**Degrees Offered to the Graduates**  
One major  
For Plan A, students will obtain a single degree from Silpakorn.  
For Plan B, students will obtain a double degree from Silpakorn University and Vatel International Business School, France (if they pass all requirements).

**Objectives**  
1. To create a pool of highly skilled employees related to the hotel and tourism industry, with an emphasis on the intermediate to higher ranking management;  
2. To provide students and professionals with international and interdisciplinary managerial skills in the field of hotel and tourism management;  
3. To enhance students’ and professionals’ abilities to analyse, synthesise and apply management theories appropriately to the decision making in an actual business;  
4. To enhance students’ morals and ethics for the hotel management and tourism business.

**Qualifications of Prospective Students**  
1. A Bachelor’s degree or equivalent from a university or institution accredited by the Ministry of Education;  
2. A minimum GPA of 2.75 or equivalent or A minimum of two years experiences in hospitality industries or in related fields or equivalent;  
3. English proficiency with a minimum TOEFL score of 500 or 61 (internet-based) or 173 (computer-based) or IELTS score of 5.5 or equivalent, or a passing grade in the examination required by the Board of Admission;  
4. Applicants’ qualifications meet the regulations of Silpakorn University Graduate School 2007, Section 7.
Structure of the Curriculum
Master of Business Administration Programme in Hotel and Tourism Management offers 2 categories of curriculum.

Plan A Type A1
- Foundation courses (non-credit) 9 credits
- Thesis (equivalent to) 36 credits

Plan B
- Foundation courses (non-credit) 9 credits
- Core courses minimum 27 credits
- Elective courses minimum 9 credits
- Independent Study (equivalent to) 6 credits

and pass the comprehensive exam

Course Requirements
Plan A-A1
(1) Foundation Courses
Students must register for the following courses as non-credit courses and will be assessed by the symbols S or U.
- 912 542* Basic French 3(3-0-6)
- 912 543 French for Tourism and Hospitality 3(3-0-6)
- 912 590 Research Methods in Tourism and Hospitality Management 3(3-0-6)

(2) Thesis
- 912 592 Thesis (equivalent to) 36 credits

Plan B
(1) Foundation Courses (non-credit) 9 credits
- 912 542* Basic French 3(3-0-6)
- 912 543 French for Tourism and Hospitality 3(3-0-6)
- 912 590 Research Methods in Tourism and Hospitality Management 3(3-0-6)

(2) Core Courses 27 credits
- 912 504 Information Technology Systems Management for Tourism and Hospitality 3(3-0-6)
- 912 506 Emerging Tourism Visions 3(3-0-6)
- 912 508 Environmental Issues in Tourism and Hotel Management 3(3-0-6)
- 912 509 Interpersonal Skills and Leadership Development 3(3-0-6)
- 912 510 Tourism and Hotel Entrepreneurship 3(3-0-6)
- 912 512 Marketing Management for the Hospitality and Tourism Industry 3(3-0-6)
- 912 513 Finance and Accounting Managerial 3(3-0-6)
- 912 517 Human Resources Management 3(3-0-6)
- 912 533 English for Tourism and Hospitality 3(3-0-6)

*Students who have passed the French Language Examination are exempt from the course 912 542 Basic French
(3) Elective Courses  minimum 9 credits

Students can choose to study minimum 9 credits from the following courses.

- **912 503** Cultural Dissemination in Tourism  3(3-0-6)
- **912 511** Hotel Group Strategies  3(3-0-6)
- **912 518** Operational Management in Hospitality  3(3-0-6)
- **912 521** Quality and Process Improvement in Hospitality  3(3-0-6)
- **912 524** Quantitative Analysis in Tourism and Hospitality  3(3-0-6)
- **912 525** Cultural Resources Management in Tourism and Hospitality  3(3-0-6)
- **912 526** Sociology of Tourism  3(3-0-6)
- **912 527** Risk management in tourism and hospitality business  3(3-0-6)

(4) Independent Study  6 credits

- **912 591** Independent study (equivalent to)  6 credits

Course Descriptions

- **912 503** Cultural Dissemination in Tourism  3(3-0-6)
  Concepts of planning and designing for the development, and implementation of cultural dissemination in tourism. Values of tourism destination, strategic direction and the different elements (aesthetical, ethical and spiritual) of culture. Marketing, budget planning, community involvement, and evaluation methods are covered along with decision making.

- **912 504** Information Technology System Management for Tourism and Hospitality  3(3-0-6)
  Information Technology’s roles in Tourism and the Hospitality business, including Information Technology Management, IT management problem-solving and organizational data resource management.

- **912 506** Emerging Tourism Visions  3(3-0-6)
  Trends of tourism visions, gives an insight into best practices in tourism management. Exploration of how tourism business is balanced with the economic growth, environment, people and culture, including exploration of how public and private sectors work together to ensure the tourism destinations’ long-term growth and prosperity

- **912 508** Environmental Issues in Tourism and Hotel Management  3(3-0-6)
  Examination of different definitions, concepts and practices of eco-tourism, fair trade in tourism, volunteer tourism, the relationship between ethics and the principles of sustainable development. Environmental issues from all stakeholders’ perspective. Illustration of environmental challenges, applied management models and their outcomes through case studies.

- **912 509** Interpersonal Skills and Leadership Development  3(3-0-6)
  Development of social interaction and understanding of one’s own behaviours as well as others’, in both social and working relationship. Relationship management, teamwork, productive work, effective conflict management and leadership development.
912 510  Tourism and Hotel Entrepreneurship  3(3-0-6)
   Concepts of entrepreneurship in Hotel and Tourism. Processes in starting a business and finding new business opportunities. Establishing and organising a business including writing business plans.

912 511  Hotel Group Strategies  3(3-0-6)
   Examination of the global hospitality industry and the competitive environment in which it operates. Analysis of how hotel groups are established and how strategies are implemented. Strategic trends in investment, revenue management, marketing, operations, economic factors and information systems.

912 512  Marketing Management for the Hospitality and Tourism Industry  3(3-0-6)
   Essential marketing concepts to plan a marketing strategy for the hotel and tourism industry. Sales Management and consumer behaviours: market research, environmental analysis, market segmentation, product, price, promotion, CRM, evaluation, marketing plans.

912 513  Finance and Accounting Managerial  3(3-0-6)
   Exploration from a manager’s perspectives of accounting and financial information to make sound decisions in a commercial enterprise. Writing of profit and loss statements, reading and analysing financial indicators, balance sheets, income statements and cash flow statements.

912 517  Human Resources Management  3(3-0-6)
   Resources Development for Hospitality and Tourism Business, including human resource investment and exploitation, evaluation of return on human resource development, legal and political environments, social work values, corporate cultures and corporate training management.

912 518  Operational Management in Hotel Hospitality  3(3-0-6)
   Organisational structures and functions of a hotel, cooperation among hotel divisions namely guestrooms, food and beverage operations, sales and marketing, human resources and finance. Emphasis is on managerial problem solving and decision making.

912 521  Quality and Process Improvement in Hospitality  3(3-0-6)
   Quality management in the hospitality industry to assure excellence and being highly competitive. Illustration of the productive service systems: Six-Sigma, TQM, Internal Audit and their their utilisation by hotel or restaurant operators in different competitive environments.

912 524  Quantitative Analysis in Tourism and Hospitality  3(3-0-6)
   Quantitative approaches used in the analysis of management problems. The creation of databases and spreadsheets for analysis and help make decisions for a knowledge-based tourism or hospitality organisations. Emphasis is on the application and interpretation of the data.
912 525  Cultural Resources Management in Tourism and Hospitality  3(3-0-6)
Examination of tangible and intangible cultural asset management by both public and private sectors, in order to facilitate and support cultural resources management. Through case studies the impact and important roles of various stakeholders in the development of culture in diverse communities are shown, illustrating challenges, applied engineering and management models.

912 526  Sociology of Tourism  3(3-0-6)
Sociological and anthropological literature of travel and tourism. Definitions of tourists, their motivations, attitudes, reactions and roles. Analysis of the different levels of relationships between the tourists and the host population, as well as the socio-economic and socio-cultural impacts of tourism.

912 527  Risk management in tourism and hospitality business  3(3-0-6)
Business operations and uncertainty, particularly in the areas of technique, finance, scheduling, laws, and quality (including safety, health, environment and facility integrity). Techniques used in the identification, assessment, and control of uncertainties for the hospitality and tourism business.

912 533  English for Tourism and Hospitality  3(3-0-6)
Professional English terminology and expressions used in the operation of hospitality and tourism businesses. Advanced oral communication, drafting of commercial letters and emails dealing with typical professional industry situations.

912 542  Basic French  3(3-0-6)
Condition: the course will be assessed by the symbols S or U
Elementary communication skills with an emphasis on common words and simple sentences in French through reading, writing, listening and speaking.

912 543  French for Tourism and Hospitality  3(3-0-6)
Prerequisite: 912542 Basic French or pass the French Proficiency Test
Condition: the course will be assessed by the symbols S or U
Basic French terminology and expressions used in the operation of hospitality and tourism businesses. Basic use of oral communication, dealing with typical professional industry situations.

912 590  Research Methods in Tourism and Hospitality Management  3(3-0-6)
Condition: the course will be assessed by the symbols S or U
Research methods in tourism and hospitality through both quantitative and qualitative approaches

912 591  Independent Study (equivalent to)  6 credits
An independent study or project in Tourism or Hotel management. Or integrated individual research through a business improvement project including an internship Tourism or Hotel management under the supervision of an instructor.

912 592  Thesis (equivalent to)  36 credits
Individual research in Tourism or Hotel management under the supervision of an advisor
**Requirements for Graduation**

Based on the regulations of Silpakorn University Graduate School 2007 and/or any revised version, Section 4. For the plan B, according to SUIC regulations, students must pass the comprehensive exam. Moreover, the research or part of the research must be published, or accepted to be published in an academic journal, or a publication, or a proceeding of an academic conference, or certified that the Independent Study has been used to improve an outside organization approved by the programme committee.