

MM Course List (Academic year 2017-2022)

Plan A: Thesis Plan

Program structure for Plan A(2) can be found below.

Required Courses	24 credits
Elective Courses	6 credits
Thesis	15 credits
Total (Not less than)	45 credits

Plan B: Thematic Paper

Program structure for Plan B can be found below.

Required Courses	24 credits
Elective Courses	15 credits
Thematic Paper	6 credits
Total (Not less than)	45 credits

MM Curriculum and Courses

Core Course

Course	Course Description
ICTH 501 Marketing Management in Tourism and Hospitality Industry (3 Credits)	Digital marketing and off-line marketing management in managerial and entrepreneurial aspects; service setting; service encounter and service communications; the importance of customers' satisfaction creation by marketing strategies and a support from different levels of executive
ICTH 502 Service Quality Management and Improvement (3 Credits)	Service quality management and improvement in managerial and entrepreneurial aspects; delivering quality service to clients; training the human resource component; the meaning and importance of quality; value of the customer and service quality; quality management process; its impact on organizations and the significance of service quality to tourism and hospitality concepts; the mechanism of quality management approach to provide service excellence through several advancements in quality such as benchmarking and total quality management; service quality management and improvement in response to the digital disruption

<p>ICTH 503 Human Resources Management in Global Tourism and Hospitality Context (3 Credits)</p>	<p>Human resources management in managerial and entrepreneurial aspects; human resources' changing roles; framework and functions in contemporary organizations; the strategic human capital management principles and its implementation; necessary leadership qualities in human resource management; managing multi-generations; the effective measures to create employee engagement, competency building, employee performance management and development; human resources management in response to the digital disruption</p>
<p>ICTH 504 Financial and Asset Management in Tourism and Hospitality Enterprises (3 Credits)</p>	<p>Financial and asset management in managerial and entrepreneurial aspects; fundamentals and theory of finance and asset management; financial statements analysis; financial and asset planning and control; financial ratios; financial and asset risk analysis, project feasibility; debt and equity financing; cost of capital; capital budgeting; working capital management; capital expenditures; asset valuation</p>
<p>ICTH 505 Revenue Management in Tourism and Hospitality Businesses (3 Credits)</p>	<p>Revenue management for tourism and hospitality businesses in managerial and entrepreneurial aspects; principles of revenue management; revenue journey and understanding tourism and hospitality business environment; the components of revenue management; consumer behavior; pricing; distribution channel; market dimension integration; forecast processes; revenue calculation; revenue management simulation</p>
<p>ICTH 506 Digital Economy in Tourism and Hospitality Industry (3 Credits)</p>	<p>Digital platform for tourism and hospitality businesses in managerial and entrepreneurial aspects; IT concepts; internet; E-commerce; M-commerce; E-Business; social networks; big data; artificial intelligence (AI); Computer Reservation System (CRS); Global Distribution System (GDS); Geographical Information System (GIS); Enterprise Resource Planning (ERP); IT strategy and planning for tourism and hospitality business; safety & security in digital economy; ethical issues in digital economy</p>

ICTH 507 Research Methods in Tourism and Hospitality Industry (3 Credits)	Introduction to research; basic and applied research; research process; research design; data collection methods; data analysis; report research findings; research proposal writing
ICTH 508 Strategic Management and Entrepreneurship in Tourism and Hospitality Enterprises (3 Credits)	Strategic plan; vision; mission; and policy formulation and implementation in various levels of corporation; theoretical concepts and frameworks useful for analyzing the external and internal environment of the corporation; the examination of strategic and entrepreneurial issues from the perspective of an owner; chief executive or general manager of tourism and hospitality enterprises, focusing on how one can formulate effective strategies and develop the necessary resources and capabilities to achieve sustainable competitive advantage in a global and volatile competitive environment as well as digital disruption era; management of change; risk management; leadership

Elective Courses

Course	Course Description
ICTH 601 Restaurant Business Development and Management (3 Credits)	Development and management of restaurant business; food safety; nutrition basics; marketing and sales; menu planning, design, pricing and evaluation; human resources management; accounting and financial management; standard recipes; quality food and beverage production; purchasing, receiving, storing and issuing; labor cost control standards; restaurant analysis and improvement procedures; legal aspect; restaurant layout and equipment; banquet business; engineering and facility management; restaurant management in response to the digital disruption
ICTH 602 Event Organizer Business Development and Management (3 Credits)	Event organizer business development; project management; event planning, design, management and operations; stakeholders management; impacts of events; event marketing; talent management; sponsorships; financial management; risk and crisis management; post-event follow-up; sustainable development in events; event trends and technology

<p>ICTH 603 Lodging Business Development and Management (3 Credits)</p>	<p>Lodging business development; lodging management emphasizing hotels and resorts; location selection; legal and tax issues; business project development plan; human resource and organization design; front and back of the house operations management; sales and marketing; revenue management; lodging safety and security system; environmental management system; accounting and financial management; expansion and managing multiunit lodging property; risk and crisis management; lodging management in response to the digital disruption</p>
<p>ICTH 604 Sustainable Development in Tourism and Hospitality Industry (3 Credits)</p>	<p>Comprehensive planning for sustainable hospitality and tourism, importance of environmental, economic and socio-cultural tourism resources; assessing the possibilities and limitations of the sustainable development; socio-environmental impacts assessment, stakeholder involvement, formulating participatory planning process from decision-making through evaluation for tourism development; sustainable development in response to the digital disruption</p>
<p>ICTH 605 Leadership and Ethics in Tourism and Hospitality Management (3 Credits)</p>	<p>Characteristics of leadership; types of leadership; the examination of leadership issues in hospitality firms; fundamental theories of ethics; ethical foundations in business; various ethical concepts and dilemmas in the hospitality industry for analysis and learning; essential process for self-evaluation; methods to test and apply the theories in working life</p>
<p>ICTH 606 Seminar in Current Issues in Tourism and (3 Credits)</p>	<p>The uniqueness of Asian hospitality industry; an insight of major cultural issues; management differences; career opportunities and growth; a comparison of the hospitality industry context between the Asian and the Western world; trends and current issues in tourism and hospitality management</p>
<p>ICTH 607 Special Topic I (3 Credits)</p>	<p>Special interest area or topic relevant to international tourism and hospitality industry</p>
<p>ICTH 608 Special Topic II (3 Credits)</p>	<p>Special interest area or topic relevant to international tourism and hospitality industry</p>

Thesis/Thematic Paper

Course	Course Description
ICTH 698 Thesis (15 Credits) (Plan A only)	Research related to international tourism and hospitality management; the research process of planning, designing, data collection, analysis, synthesis, discussion, conclusion, and presentation; ethics in research and Institutional Review Board (IRB); thesis development; research publication in the academic journals or research presentation at an academic conference; research publication ethics
ICTH 697 Thematic Paper (6 Credits) (Plan B only)	Independent study or business plan related to international tourism and hospitality management; the process of planning, information searching, analysis, synthesis, discussion, conclusion, and presentation of the study or business plan; report findings from articles or other information sources; providing the implementation of the results in international tourism hospitality management; thematic paper development