

MM Course List (Academic year 2023-2027)

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 511 Digital Marketing Management in Tourism and Hospitality Business (3 Credits)	Marketing 4. 0; digital marketing related to techniques and tools; marketing planning to new trends of consumer behaviors in digital era; Search Engine Marketing (SEM) with Search Engine Optimization (SEO) ; Content marketing with telling stories; Electronic Customer Relationship Management (E-CRM) & Retention; True Personalization; marketing trends in Tourism and Hospitality businesses
ICTH 512 Service Management and Experience Design (3 Credits)	Service economy; characteristics of service; service experience and design; service environment; the concept of treating customers as guests and creating a " WOW" experience; guest-focused service strategies in hospitality or service; service quality and SERVQUAL Service Quality; Tangible, Reliability, Responsiveness, Empathy and Assurance; strategy, staffing, and systems in hospitality organizations; quality principles and methods used by hospitality organizations HACCP, US-STD & EHC-Australian STD for Food Hygiene practices; wait management; service failure and recovery; leadership and roles of human resource development; measuring guest satisfaction; improvement of service strategy

<p>ICTH 513 Human Resources Planning and Development in Tourism and Hospitality Business (3 Credits)</p>	<p>Human resources planning and development in tourism and hospitality business; human resources' changing roles, framework and functions in contemporary organizations, the strategic human capital management principles and its implementation; recruitment and selection, competency building and development, employee engagement, performance management and development, managing generations, managing talents; human resources management in response to the digital disruption and crisis; necessary leadership qualities in human resource management</p>
<p>ICTH 514 Financial Feasibility and Management in Tourism and Hospitality Business (3 Credits)</p>	<p>Financial feasibility study and financial management in managerial and entrepreneurial aspects; fundamentals and theory of financial management; financial statements analysis; financial and asset planning; financial ratios; risk analysis, project feasibility; debt and equity financing; cost of capital; capital budgeting; working capital management; capital expenditures; asset valuation</p>
<p>ICTH 515 Digital Transformation in Tourism and Hospitality Industry (3 Credits)</p>	<p>Start-up and operation of an online business, defining problems, solutions and value propositions; importance of UX/UI in application of E-commerce; business model canvas; digital marketing strategies; online marketing plan and campaign; AI for business: Machine Learning, Neural Networks, Deep Learning; blockchain technology; business-relevant and strategic facets of AI in Tourism and Hospitality Industry</p>
<p>ICTH 516 Seminar and Research Methods in Tourism and Hospitality Industry (3 Credits)</p>	<p>Seminar in up-to-date scientific researcher published in high quality international journal; share, discuss and critique on the research design. Introduction to research; research as business development; research process from the first steps to the final report; research question and its meaning; literature review as research foundation; inductive and deductive research; basic and applied research; research design; data collection methods: qualitative, quantitative and mixed; big data in tourism and hospitality research; computerized analysis of qualitative and quantitative methods; report research findings.</p>
<p>ICTH 517 Revenue Management in Tourism and Hospitality Business (3 Credits)</p>	<p>Components of revenue management; concept and sales technique; pricing; distribution channel; market dimension integration; forecast processes; revenue calculation; revenue management simulation.</p>

<p>ICTH 518 Strategic Management and Entrepreneurship for Tourism and Hospitality Enterprise (3 Credits)</p>	<p>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 entrepreneurship 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; business plan formulation; management of change; ethics, social responsibility and sustainability of the tourism and hospitality enterprise; risk management.</p>
------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Elective Courses

Course	Course Description
<p>ICTH 611 Food and Beverage Business Development and Management (3 Credits)</p>	<p>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</p>
<p>ICTH 612 Business Event Management (3 Credits)</p>	<p>Event 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>
<p>ICTH 613 Hospitality Business Development and Management (3 Credits)</p>	<p>Lodging business development; lodging management emphasizing hotels and resorts; lodging business characteristic as a real estate business; site and location selection; legal and tax issues; lodging design and create business uniqueness; business modeling and operator selection; business project development plan; human resource and organization design; front and back of the house</p>

	operations management; sales and marketing; revenue and distribution management; lodging safety and security system; environmental management system; accounting and financial management; project financial forecast; asset management and performance evaluation; expansion and managing multi-unit lodging property; risk and crisis management; lodging management in response to the digital disruption.
ICTH 614 Sustainable Developments for Tourism and Hospitality Industry (3 Credits)	Comprehensive planning for sustainable hospitality and tourism, focusing on environmental, economical, and socio-cultural tourism resources; assessing the possibilities and limitations for development, socio-environmental impacts assessment, stakeholder involvement, formulating participatory planning process from decision-making through evaluation for tourism development
ICTH 615 Tourism Destination Management (3 Credits)	Characteristics of a tourism destination; tourism impact; evolution of a tourism destination; managerial implications of destination development; policy frameworks; tourism promotion and segmentation; implementation of destination management techniques and policies; authenticity for tourism destination
ICTH 616 Seminar in Tourism and Hospitality Industry Trends and Issues (3 Credits)	Disruption and crises emerged in the tourism and hospitality industries; risk and crisis management in the tourism and hospitality industries; tourism authorities; destination management company (DMC); local experience as a tourism product; full-service hotel and limited-service hotel businesses; restaurant chain business; online booking platform; role of bloggers and influencers in tourism and hospitality businesses; health and wellness businesses
ICTH 617 Special Topic in Tourism Industry (3 Credits)	Special interest area or topic relevant to international tourism industry
ICTH 618 Special Topic in Hospitality Industry (3 Credits)	Special interest area or topic relevant to international hospitality industry

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