

STUDENT HANDBOOK

The Master of Management in International Tourism and Hospitality Management, one of the leading graduate programs in tourism and hospitality studies in Southeast Asia, is designed to provide a comprehensive understanding of tourism and international hospitality management, with an emphasis on practical applications.

Learning Outcomes

- Assess leadership and ethical issues in international tourism and hospitality management.
- Critically analyze managerial and entrepreneurial issues in the actual tourism and hospitality situation.
- Assess situation to provide solutions for resolving, improving or further developing problems/issues related to the international tourism and hospitality management.
- Develop appropriate methods and techniques in conducting research or project related to the international tourism and hospitality industry.
- Assess qualitative and/or quantitative data to provide implications related to the international tourism and hospitality management for academic or industry/business.

1. Admission and Eligibility

- 1.1 Have a Bachelor's degree in any field from an institution certified by the Thai Commission on Higher Education.
- 1.2 Have one of the following English proficiency tests within 2 years on the application date (Choose ONE only);

TOEFL iBT	IELTS Academic	MU-Grad Plus	MU ELT
Overall 79	Overall 6.0	Not less than 70	Not less than 84 (for MU Graduates only)

Remark: Submission of English proficiency test is exempted for applicants who are native speakers or have citizenship from countries where English is official language and applicants who graduated from countries where English is official language.

1.3 Required Documents

- Two (2) of original official transcript (English Translated);
- Two (2) copies of diploma (English Translated);
- Two (2) original official of English proficiency test report;
- Two (2) letters of recommendation from university lecturers or employers (form available on online application system);
- Two (2) copies of citizen identification card (for Thais) or passport (for foreign nationals);
- Two (2) copies of house registration (for Thai);
- Two (2) 2-inch photos taken within the last 6 months;

1.4 A Statement of purpose for is required of all applicants as part of the admission process:

- Please state reasons for undertaking graduate work and a relation to your undergraduate study/current employment and professional goals. (450 words)
- Length and Format of statement of purpose and essay: 12-point Times New Roman, single-spaced. Include your full name, application ID and the proposed program of study at the top of every pages.

1.5 Entrance examination

All qualified applicants will be invited to do an Entrance Examination;

- The English Writing Essay (Maximum in 2,000 words)
- Length and Format of statement of purpose and essay: 12-point Times New Roman, single-spaced. Include your full name, application ID and the proposed program of study at the top of every pages.
- Interview Examination

1.6 Verification of Academic Records

To secure the admission standards, successful applicants must complete the verification of academic records procedure before the semester starting date (or as assigned by the Faculty of Graduate Studies), otherwise his/her admission status may be considered of termination.

1.6.1 Verification of Graduation

All successful applicants must request their previous university to directly send an authentic academic records to Mahidol University International College.

1.6.2 Equivalent Qualification

Applicants who graduated from academic institutes outside Thailand must additionally submit a request for Equivalent Qualification to “The Office of the Bureau of Higher Education Standard and Quality, Thailand.

2. Study Plan

<p>Plan A: Thesis Plan Designed for students focused on research, Plan A develops skills in identifying research gaps, applying methods to create business models, and proposing strategic solutions. Students must publish their work before graduation.</p> <p>See Plan A(2) program structure below.</p> <table border="1"> <tr> <td>Required Courses</td> <td>24 credits</td> </tr> <tr> <td>Elective Courses</td> <td>6 credits</td> </tr> <tr> <td>Thesis</td> <td>15 credits</td> </tr> </table>	Required Courses	24 credits	Elective Courses	6 credits	Thesis	15 credits	<p>Plan B: Thematic Paper – Business Plan Plan B allows students to tailor electives in either Global Strategy or Innovation in Business. It emphasizes practical learning through industry projects and an independent study aligned with their goals.</p> <p>See Plan B program structure below.</p> <table border="1"> <tr> <td>Required Courses</td> <td>24 credits</td> </tr> <tr> <td>Elective Courses</td> <td>15 credits</td> </tr> <tr> <td>Thematic Paper – Business plan</td> <td>6 credits</td> </tr> </table>	Required Courses	24 credits	Elective Courses	15 credits	Thematic Paper – Business plan	6 credits
Required Courses	24 credits												
Elective Courses	6 credits												
Thesis	15 credits												
Required Courses	24 credits												
Elective Courses	15 credits												
Thematic Paper – Business plan	6 credits												

3. MM Curriculum and Courses (3 Credits of each course)

Required Courses

3.1 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

- 3.2 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
- 3.3 ICTH 513 Human Resources Planning and Development in Tourism and Hospitality Business (3 Credits)
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
- 3.4 ICTH 514 Financial Feasibility and Management in Tourism and Hospitality Business (3 Credits)
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
- 3.5 ICTH 515 Digital Transformation in Tourism and Hospitality Industry (3 Credits)
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
- 3.6 ICTH 516 Seminar and Research Methods in Tourism and Hospitality Industry (3 Credits)
Seminar in up-to-date scientific research 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.
- 3.7 ICTH 517 Revenue Management in Tourism and Hospitality Business (3 Credits)
Components of revenue management; concept and sales technique; pricing; distribution channel; market dimension integration; forecast processes; revenue calculation; revenue management simulation.

- 3.8 ICTH 518 Strategic Management and Entrepreneurship for Tourism and Hospitality Enterprise (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 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.

Elective Course

- 3.9 ICTH 611 Food and Beverage 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
- 3.10 ICTH 612 Business Event Management (3 Credits)
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; postevent follow-up; sustainable development in events; event trends and technology
- 3.11 ICTH 613 Hospitality Business Development and Management (3 Credits)
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 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.
- 3.12 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
- 3.13 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

- 3.14 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
- 3.15 ICTH 617 Special Topic in Tourism Industry (3 Credits)
Special interest area or topic relevant to international tourism industry
- 3.16 ICTH 618 Special Topic in Hospitality Industry (3 Credits)
Special interest area or topic relevant to international hospitality industry

Thesis / Thematic Paper – Business Plan

- 3.17 ICTH 697 Thematic Paper – Business Plan (6 Credits)
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
- 3.18 ICTH 698 Thesis (15 Credits)
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

4. Visa Application and Extension

- 4.1 Visa Application
The MM program will be preparing the acceptance letter and visa application letter for applicants who pass the entrance examination for apply the Non-Ed visa from your country.
- 4.2 90 Days Notification
90 days online notification" can be done 15 days before the due date and the foreigners can notify anywhere and anytime via online channels. The registration process is straightforward with users required to register at www.immigration.go.th
The 90-day reporting is the responsibility of the student.
- 4.3 Visa Extension
If you would like to extend your visa you must send the request to the MM staff by email to: icgrad@mahidol.ac.th before your visa expire 30 days in advance.

5. New student registration

- After the entrance examination result was announcement, you must do the step as below:
- 5.1 Pay the new student fee around 2,000 THB to the Faculty of Graduate Studies by invoice slip.
- 5.2 Check and fill the GR.11 form and return to MM staff to confirm your personal detail like a name, surname, date of birth, nationality, and etc.

- 5.3 Activate to the FGS system, you will have the user and password for activate to the “Student Service System” for check your status and grade and other thing if FGS inform.
- 5.4 For foreigner student must fill the insurance application form and directly send to FGS.

6. Student ID card

- All student must submit a photo in JPG file for student ID card and they must wear a white shirt with navy-blue jacket on the blue-sky background.
- The student ID card is important for scan to check in, scan for printing, access control door for lounge and etc.
- In case the student ID card is lost, the student must file a police report, submit a request form, and pay a fee of 250 baht to have a new card issued.
- In case the student ID card has expired, students who wish to renew it must submit a request form and pay a fee of 250 baht to have a new card issued.

7. Internet Account

After you already register to the new student registration you will have the user and password by email from MUIT and you must activate your internet account and you will get the email @student.mahidol.ac.th

8. The SKY System

The SKY system uses only for register, you can activate via this link:

<https://accounts.muic.io/?action=sendtoken>

User: g6838xxx

Password: email that you filled in the online application form

Link for log in the SKY system:

<http://salaya.graduate.sky.muic.io/?data%5Btype%5D%5B%5D=login>

9. Registration Tuition fee and Payment

Tuition fee:	7,500 THB/Credit
Education Service Fee:	20,000 THB/Term
Student Activities Fee:	250 THB/Term
Graduate Studies Fee:	750 THB/Term
Internet Fee:	500 THB/Term
Health insurance:	3,500 THB/Year

(For foreigner student only)

9.1 Registration of each trimester

All students must be registering the course that the program provide for each term in the SKY system and payment in period time, if you cannot pay in the period, you must pay the late payment 200 THB/day, highest 2,000 THB

Study plan and credit for each

Term	Plan A	Plan B
1	• 4 Core courses 12 Credits	• 4 Core courses 12 Credits
2	• 3 Core courses 9 Credits	• 3 Core courses 9 Credits
3	• 1 Core course 3 Credits • 2 Elective courses 6 Credits	• 1 Core course 3 Credits • 2 Elective courses 6 Credits
4	• Thesis 15 Credits	• 3 Elective courses 9 Credits • Thematic Paper 6 Credits
5	• Continue Thesis and final defense	• Continue Thematic and final defense

Registration plan for ID 68XXXXX

Trimester 1st

Registration Details	Tuition fee
Core Course 1	22,500
Core Course 2	22,500
Core Course 3	22,500
Core Course 4	22,500
Education Service Fee	20,000
Student Activities Fee	250
Graduate Studies Fee	750
Internet	500
Health insurance (For foreigner student only)	3,500
Grand Total (Thai Student)	<u>111,500</u>
Grand Total (Foreigner student)	<u>115,000</u>

Trimester 2nd

Registration Details	Tuition fee
Core Course 5	22,500
Core Course 6	22,500
Core Course 7	22,500
Education Service Fee	20,000
Student Activities Fee	250
Graduate Studies Fee	750
Internet	500
Grand Total	<u>89,000</u>

Trimester 3rd

Registration Details	Tuition fee
Core Course 8	22,500
Elective 1	22,500
Elective 2	22,500
Education Service Fee	20,000
Student Activities Fee	250
Graduate Studies Fee	750
Internet	500
Grand Total	<u>89,000</u>

Trimester 4th

Registration Details (Plan A)	Tuition fee
Thesis	112,500
Education Service Fee	20,000
Student Activities Fee	250
Graduate Studies Fee	750
Internet	500
Health insurance (For foreigner student only)	3,500
Grand Total (Thai Student)	<u>134,000</u>
Grand Total (Foreigner student)	<u>137,500</u>

Registration Details (Plan B)	Tuition fee
Elective 3	22,500
Elective 4	22,500
Elective 5	22,500
Thematic paper	45,000
Education Service Fee	20,000
Student Activities Fee	250
Graduate Studies Fee	750
Internet	500
Health insurance (For foreigner student only)	3,500
Grand Total (Thai Student)	<u>134,000</u>
Grand Total (Foreigner student)	<u>137,500</u>

Trimester 5th

Registration Details (Plan A)	Tuition fee
Thesis (Continue)	0
Education Service Fee	20,000
Student Activities Fee	250
Graduate Studies Fee	750
Internet	500
Grand Total	<u>21,500</u>

Registration Details (Plan B)	Tuition fee
Thematic paper (Continue)	0
Education Service Fee	20,000
Student Activities Fee	250
Graduate Studies Fee	750
Internet	500
Grand Total	<u>21,500</u>

Trimester 6th

Registration Details (Plan A)	Tuition fee
Thesis (Continue)	0
Education Service Fee	20,000
Student Activities Fee	250
Graduate Studies Fee	750
Internet	500
Grand Total	<u>21,500</u>

Registration Details (Plan B)	Tuition fee
Thematic paper (Continue)	0
Education Service Fee	20,000
Student Activities Fee	250
Graduate Studies Fee	750
Internet	500
Grand Total	<u>21,500</u>

Important Note

1. Students must pay a late payment fee of 200 Baht per day, up to a maximum of 2,000 Baht, excluding Saturdays, Sundays, and public holidays.
2. A student's status shall be terminated in case of failure to register or pay tuition fees within the specified time.
3. Students must earn a minimum grade of B in all core courses. If a grade lower than B is obtained, the student must retake that course.
4. Students must earn a minimum grade of C in all elective courses. If a grade lower than C is obtained, the student must retake that course.
5. Students are not allowed to take a leave of absence in the first Trimester. Students may take a leave of absence for no more than two consecutive trimesters, and the leave period will be counted as part of the study duration. Student must pay the tuition fees in accordance with the university's regulations and announcements.
6. Students who do not complete the study plan (6 Trimesters) must be to extend your student status until graduate, which may involve additional fees for maintain as determined by the FGS announcement.
7. The add-drop process must be completed within the second week of instruction for each course. Please note that no tuition fee refunds will be granted for the courses concerned.

9.2 Leave of Absence

Article 1

A student may submit a request for a leave of absence to the program director and must receive approval from the Dean of the Faculty of Graduate Studies, subject to the following criteria and conditions:

9.2.1 Being conscripted or mobilized for military service in accordance with government regulations.

9.2.2 Receiving an international student exchange scholarship or any other scholarship beneficial to studies or research in the program, which the university deems appropriate to support. The leave of absence shall be granted according to the conditions of the scholarship received.

9.2.3 Having a personal necessity, provided that the student has completed at least one semester of study and examinations and has a cumulative GPA of not less than 3.00.

9.2.4 Having a personal necessity, provided that the student has completed at least one semester of study and examinations and has a cumulative GPA of not less than 3.00.

9.2.5 Having an unforeseen or urgent medical reason, in which case the request for a leave of absence must be submitted within 15 days from the date the student was absent from classes.

A leave of absence under (3) and (5) may be granted for a maximum of one semester at a time. If it is necessary to continue the leave of absence, a new request may be submitted for another period not exceeding one semester.

Article 2

In the case that a student is granted a leave of absence, the time taken for the leave shall be counted as part of the total duration of study, with the exception of students granted a leave of absence under Article 1(9.2.1).

Article 3

A student must maintain their student status while on an approved leave of absence by paying the tuition fees in accordance with the university's regulations and announcements, with the exception of a leave of absence under Article 1. Failure to do so will result in the student's name being removed from the university records.

Article 4

A student who has been granted a leave of absence must submit a request to resume their studies to the program director and receive approval from the Dean of the Faculty of Graduate Studies at least one week prior to the registration period.

A student who has been granted a leave of absence and returns to their studies must register in accordance with the trimester's schedule.

9.3 Termination of Student Status

In addition to completing the curriculum and being approved for graduation, a student's status shall be terminated in the following cases:

9.3.1 Death

9.3.2 Resignation

9.3.3 Being a probationary student under Article 13 (2) who is unable to transition to regular student status.

9.3.4 Receiving a semester GPA of less than 2.50 for two consecutive trimesters.

9.3.5 Failure to complete the program within the prescribed time limit of the curriculum.

9.3.6 Failure to register or pay tuition fees within the specified time.

9.3.7 Failure to publish the thesis or independent study for graduation within four years from the date the thesis or independent study was "approved," unless there is a justifiable reason and approval from the Dean of the Graduate School.

9.3.8 Failure to comply with the conditions of a leave of absence.

9.3.9 Being expelled due to a disciplinary violation as per the regulations on student discipline of the university, a partner institution, or an affiliated institution.

9.4 Re-in statement of Student Status

9.4.1 A student whose status has been terminated after initial registration under the conditions of (9.3.2), (9.3.6), or (9.3.8) may submit a request for reinstatement of student status within the study period of each program. The period is counted from the date of initial registration in the program.

9.4.2 Reinstatement of student status must be approved by the President of the university, upon the recommendation of the program director and the Dean of the Faculty of Graduate Studies.

9.4.3 A student will be approved to return to their studies in the trimester following the trimester in which the President approved the termination of their status.

9.4.4 The calculation of the total duration of study shall include the period during which the student's status was terminated.

9.4.5 The student must pay the reinstatement fee in addition to the tuition fees for the entire period during which their student status was terminated.

9.4.6 A student who has been approved for reinstatement will have the same status as they had before the termination. The calculation of the study period will be in accordance with Article (4).

10. Extension for your student status

According to the MM study plan you must have 6 trimesters to graduate the MM program. If you cannot graduate in 6 trimesters for any reason, you must extend your student status and pay the registration fee and the student status maintenance fee.

11. English Proficiency Score

11.1 Criteria for Admission, all students conditionally admitted based on the MM entrance exam results hold provisional status. You must pass an approved English proficiency test or meet the requirements set by the Faculty of Graduate Studies within your first academic year to maintain your student status.

MU Grad Plus	IELTS	TOEFL iBT	MU ELT
70 or above	6.0 or above	79 or above	84 or above

11.2 Criteria for Graduation

MU Grad Plus	IELTS	TOEFL iBT	MU ELT
70 or above (Writing =10 or above and Speaking = 10 or above)	6.0 or above (Writing =5.0 or above and Speaking = 5.0 or above)	79 or above (Writing =17 or above and Speaking = 15 or above)	84 or above (Writing =10 or above and Speaking = 10 or above)

11.3 Any student who does not have an English proficiency score, or whose score does not meet the minimum admission/graduation requirement within their first academic year, will not be allowed to register for Thesis and Thematic Paper courses, nor take the Comprehensive Examination. This may result in a delay in graduation as planned, and the student will be required to meet with the Program Director (PD) to discuss and find a solution together.

12. Comprehensive examination registration

12.1 The student meets the English proficiency requirement for admission.

12.2 Applicable to Plan B students only.

12.3 Scope of the Examination: This exam evaluates students' mastery of the program's core knowledge and competencies, requiring them to apply and integrate their learning to solve real-life business problems.

12.4 Eligibility for Examination: Students are required to complete all core courses with a minimum grade of "B" in each course and maintain a CGPA of at least 3.00

12.5 Instructions & Evaluation of the Examination: The exam checks how well student can use what they learned in all core courses of management and entrepreneurship in real situations related to International Tourism and Hospitality Management.

- A total score of 70 points or more means Pass.
- A total score below 70 points means Fail.

12.6 Student who fails the exam are allowed to retake the examination.

12.7 The fee for the examination is 2,000 Baht

13. Steps for Conducting Thesis / Thematic Paper – Business Plan

13.1 The student meets the English proficiency requirement for admission.

13.2 Course Registration (Thesis / Thematic Paper – Business Plan)

- Register the course in Trimester 4.
- Student must complete all core courses before registering.
- Student will receive an email with the timeline of required steps for every trimester in which you are enrolled.

13.3 Preparation of Title and Conceptual Framework

- Student may choose the research topic and conceptual framework based on your personal interest.

13.4 Appointment of Advisor

- Student contact and discuss with potential Advisor. Please find each Advisor's profile (Education, Areas of Research Interest) from the [Link](#) list provided. After choosing, please confirm the advisor's workload with the staff before finalizing.
- Once the agreement is finalized, complete the Advisor Request Form (AR.1) and submit it to the advisor for signature. Then, submit the signed form to the staff.
- Student continues working on the proposal (Chapter 1-3), under the supervision of the advisor.

13.5 Proposal Defense

13.5.1 When ready to take the Proposal Defense (with prior approval from the advisor), please arrange the schedule with the examination committee, and then inform the details accordingly: Student's Name, Thesis/ Thematic Paper's title, Advisor's name, Co-advisor's name, Date and Time via email to icgrad@mahidol.ac.th (**Note: Request 3 weeks in advance for defense date**)

13.5.2 The Proposal Defense results:

- Pass – student must submit the proposal abstract to the staff within 2 days for title approval by the FGS.
- Pass with condition (90 days for Thesis and 45 days for Thematic paper-Business Plan) - student edit following the committee's comments, get the approval revised version from advisor, then submit the proposal abstract to the staff within 2 days for title approval by the FGS.
- Fail - the advisor will reschedule the proposal defense, and the student must pay the proposal defense fee by themselves. When the student re-takes the defense and receives a Pass result, they must submit the proposal abstract to the staff within 2 days for title approval by the FGS.

13.5.3 Students must submit IRB documents to MU-CIRB according to the scheduled consideration rounds (three times per month). Complete the IRB forms, then submit the proposal paper and all supporting documents to the staff.

13.5.4 Student must get IRB approval before collecting data. Work on data collection and analysis.

14. Final Defense

14.1 The defense date must be at least 90 days after the Thesis title approval, and at least 45 days after the Thematic Paper – Business Plan title approval

14.2 Student must complete all coursework with final grades recorded in every course (including Gr.42 for Thesis/Thematic Paper), and must fulfill all study credits with a CGPA of at least 3.00.

14.3 Student are required to complete at least 4 out of the 6 Professional Skills Development activities before the defense.

14.4 When student get the Advisor and Co-Advisor approval to take the defense. Please inform the defense details and submit the document as: Student's Name, Title, Full paper, CV of external committee, Advisor's name, Co-advisor's name, Date and Time via email to icgrad@mahidol.ac.th (**Request 3 weeks in advance for defense date**).

14.5 The Final Defense results:

14.5.1 Pass – The student must revise the paper based on the committee's comments, obtain advisor approval, check for plagiarism with Turnitin, and submit the

abstract for grammar checking. The final version must be submitted to FGS in the required format within 21 days (including holidays).

- If submitted between 22–90 days, a late fee of 200 Baht per day will be charged.
- If submitted after 90 days, the late fee increases to 400 Baht per day (excluding holidays), and student must also retake the Final Defense. In this case, the student must also cover the examination committee’s compensation.

14.5.2 Pass with Condition - Student must revise their Thesis/ Thematic Paper – Business Plan based on the committee’s comments (90 days for Thesis, 30 days for Thematic Paper- Business Plan). After advisor approval, follow the same steps as in no. 14.5.1.

14.5.3 **Fail** - Student must retake the Final Defense. The advisor will reschedule the defense date and notify the staff. The student is responsible for paying the committee’s compensation.

Note: Any changes/cancellation about the Thesis-Thematic Paper-Business Plan's process, please inform staff immediately.

15. Grading / Passing Criteria

Symbols Indicating Academic Results

15.1 Symbols for each subject can be indicated by various symbols, which have the following meanings and assigned grade points:

Symbol (Grade)	Meaning	Grade Points
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Fairly Good	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Fail	0.00
S	Satisfactory	
U	Unsatisfactory	
P	In Progress	
I	Incomplete	
W	Withdrawal	

- For the core course required at least “B”
- For Elective course required at least “C”
- If a student receives a symbol lower than the one specified above, they must re-register for the course at the next available opportunity.

15.2 A grade “F” may be assigned in the following cases:

15.2.1 The student took the exam and received a failing score.

15.2.2 The student was absent from the exam without permission from the instructor and the program director.

15.2.3 The student violated the regulations for the exam of a particular subject and was determined to have failed by the curriculum administration committee.

15.2.4 The “I” is changed to “F” because the student did not take the exam and received a failing evaluation, or did not submit the work required for the evaluation under the conditions of the “I”.

15.2.5 Grade “F” will be assigned for subjects in which a student cheats on an exam.

15.3 The assignment of “I” is permitted in the following cases:

15.3.1 The student missed an exam or assignment due to illness and must provide a doctor’s certificate.

15.3.2 The student missed an exam or assignment for valid reasons, subject to approval by the curriculum committee.

15.3.3 A student may receive no more than two “I” grades during their studies, unless approved by the curriculum committee.

15.4 The assignment of a “W” is permitted in the following cases:

15.4.1 For a subject from which the student was permitted to withdraw.

15.4.2 The student was granted a leave of absence.

15.4.3 The student was suspended from their studies.

15.5 The evaluation of progress in Thesis/ Thematic Paper - Business Plan’s work shall be follows:

Symbol	Meaning
P	The progress of the research work is still ongoing. At the time of evaluation, it cannot yet be determined whether the progress is satisfactory or unsatisfactory.
S	The progress of the research work is satisfactory.
U	The progress of the research work is unsatisfactory, which refers to one of the following cases: <ul style="list-style-type: none">• The student has registered for the Thesis/ Thematic Paper - Business Plan in that trimester but has not yet prepared the Thesis/ Thematic Paper - Business Plan’s proposal.• The student has not followed the specified research plan.

Note:

1. If a student receives a "U" for 2 trimesters or a "P" for 4 trimesters in their Thesis/Thematic Paper – Business Plan, the advisor and program director must investigate and report to the Dean of the FGS.
2. Students must submit progress (Form GR.42) every trimester. The advisor and co-advisor will review and grade it.

16. Thesis Submission and Publication for Graduation

The FGS has established the types of journals, publications, and academic conferences in which Master’s Plan A students may publish their thesis or part of their thesis to fulfill graduation requirements.

16.1 Journals or Publications

- The journal or publication must be recognized in the student’s field of study and have an article evaluation system (editorial or peer review).
- Student may submit Form GR.47 to the FGS for review of the journal before submitting.
- Student must submit proof of publication or acceptance, along with two copies of the article, to the FGS for graduation.

- After publication, students must also submit two copies of the reprint to the FGS.

16.2 Academic Conferences

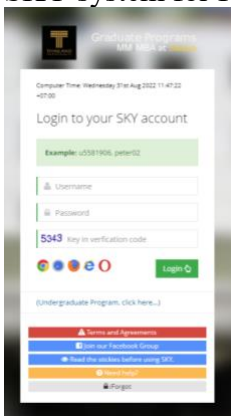
- The conference must be hosted by a division which is at least comparable to a faculty in a university. For specialized field conferences, it must be jointly organized by multiple units, not a single department or program.
- The conference must have proceedings, and the student must publish their Thesis (or part of it) in the proceedings as a full paper.
- After the conference, the student must submit proof of presentation and 2 copies of the published article (reprint) in the proceedings to the FGS.

17. Graduation





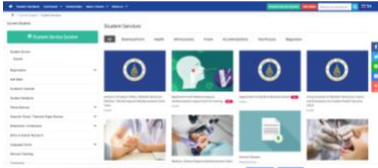

Criteria for Degree Completion with the Faculty of Graduate Studies (FGS)







- 17.1 Complete all courses as specified in the curriculum structure and obtain the required grades according to the academic regulations.
- 17.2 Attain a cumulative grade point average (CGPA) of at least 3.00.
- 17.3 Meet the required foreign language proficiency standard.
- 17.4 Fulfill the Soft Skills activity requirements in accordance with the FGS's regulations.
- 17.5 Pass the Comprehensive Examination (Plan B students only).
- 17.6 Pass the Thesis/Thematic Paper – Business Plan's Final Defense.
- 17.7 Submit the final Thesis/Thematic Paper – Business Plan online.
- 17.8 Submit proof of Thesis publication (Plan A students only).
- 17.9 Students must submit proof of Thematic Paper – Business Plan publication that can be verified. (Plan B students only).
- 17.10 The student, the Thesis/Thematic paper – Business Plan's advisor, and the program must submit GR.5 form to request degree approval.

18. Facilities and Service

No	Facility and Service	Detail
1	SKY system for Registration 	<ul style="list-style-type: none"> - You can log in via this link: https://salaya.graduate.sky.muic.io/?data%5Btype%5D%5B%5D=login - Username: g and student ID, g6537xxx - Password: Setting by yourself
2	FGS Student Service System <ul style="list-style-type: none"> - Grade checking - Official Grade report or transcript request - Soft skill 	<ul style="list-style-type: none"> - You can log in via this link: https://graduate.mahidol.ac.th/StudentServiceSystem/Registration/form_login.php - Username and password you will received with the GR.11 from the Faculty of Graduate Studies (FGS) - If you forgot the password you can click forgot password on the page.

		
3	<p>MUIC E-Learning</p> 	<ul style="list-style-type: none"> - You can log in via this link: https://muicelearning.mahidol.ac.th/login/index.php - Username and Password same as the SKY system.
4	<p>MUIC Library & Co-Working space</p> 	<ul style="list-style-type: none"> - Available on weekdays from 8.00 a.m. to 6.00 p.m. - Available on Saturday from 10.00 a.m. to 5.00 p.m. - Borrow the textbook at the library, 4th floor, MUIC building 1, please bring your student ID card. - MUIC Library & Co-Working Space website: https://lib.muic.mahidol.ac.th/ - MUIC Library manual (How to): https://lib.muic.mahidol.ac.th/manual/
5	<p>MUIT Service Internet Account Email @student.mahidol.ac.th</p> 	<ul style="list-style-type: none"> - Home page: https://muit.mahidol.ac.th/# - You can activate your internet account also email @student.mahidol.ac.th after you have already gotten the student ID via this link: https://myinternet.mahidol.ac.th/indexstudent.php - If you have any problems, please directly contact Division of Information Technology Office of President, Mahidol University. Tel. 0-2849-6022, E-mail: account@mahidol.ac.th

6	<p>VPN Connecting ivanti Program</p> 	<ul style="list-style-type: none"> - If you need to access or download software outside the University. - Download the ivanti Program. - Connect VPN, login by your username and password of student email; @student.mahidol.ac.th - Download ivanti Program via - https://muit.mahidol.ac.th/docs/users-guide/manual-network-and-connectivity/manual-vpn/manual-install-vpn-windows/ - Note: Virtual Private Network (VPN)
7	<p>Microsoft online</p> 	<ul style="list-style-type: none"> - Microsoft 365 - Students can log in, download and install by using the Username: email@student.mahidol.ac.th - Via link: https://www.office.com/
8	<p>Program Power BI</p> 	<ul style="list-style-type: none"> - The program Power BI is freeware you can download and install by yourself via this link: https://www.microsoft.com/en-us/download/details.aspx?id=58494
9	<p>Printing</p> 	<ul style="list-style-type: none"> - All students have quotas of only black & white (Cannot use color printing and photocopy functions) printing 500 pages/trimester. - The printer is standing by on the 2nd floor, Aditayathorn building.
10	<p>Medical Service</p> 	<ul style="list-style-type: none"> - Please find the medical service via this link: https://graduate.mahidol.ac.th/inter/current-students/?g=8
11	<p>Visa Extension</p> 	<ul style="list-style-type: none"> - MUIC will cancel your student visa if you do not register or make a payment on the registration period. - Request to extension your visa before expiration date at least 30 days in advance. - MUIC will cancel your student visa when you graduate. - The fine for overstaying is 500 Baht per day, reaching a maximum fine of 20,000 Baht
12	<p>Parking area</p>	<ul style="list-style-type: none"> - we provided the B1 floor, Aditayathorn building on the weekends. - On the weekday, please inform of the car details to MBA-MM staff at least 2-3 days in advance via email

		<p>icgrad@mahidol.ac.th (In case the B1 floor is unavailable, students can park beside the Aditayathorn building)</p>																																																
13	<p>Classroom and Lounge</p> 	<ul style="list-style-type: none"> - Classroom and air-conditioner available 8:30 a.m. to 4:30 p.m. - Graduate lounge (424) available on weekdays and weekends from 8:30 a.m. to 4:30 p.m. If you would like to request this room, please inform us 2 working days in advance by emailing icgrad@mahidol.ac.th 																																																
14	<p>Lunch</p> 	<ul style="list-style-type: none"> - The program will provide the lunch and break by the detail as follows: <ul style="list-style-type: none"> 1.1 Whole day classes provide lunch. 1.2 Half-day morning class provide lunch. 1.3 Half-day afternoon class provide break. 1.4 All examination days, do not provide lunch and break. 																																																
15	<p>Coffee break</p> 	<ul style="list-style-type: none"> - We provided coffee, and drinking water in the cooler tank in the pantry room (423). - You can bring a container for drinking water to the pantry room or use paper cup which provided in the pantry room. 																																																
16	<p>Salaya Link</p>  <table border="1" data-bbox="411 1301 571 1615"> <thead> <tr> <th colspan="3">MONDAY - FRIDAY TIMETABLE</th> </tr> <tr> <th></th> <th>SALAYA</th> <th>BANG WA</th> </tr> </thead> <tbody> <tr><td>1</td><td>6.00</td><td>7.00</td></tr> <tr><td>2</td><td>6.30</td><td>7.30</td></tr> <tr><td>3</td><td>7.00</td><td>8.00</td></tr> <tr><td>4</td><td>8.00</td><td>9.00</td></tr> <tr><td>5</td><td>9.00</td><td>10.00</td></tr> <tr><td>6</td><td>10.00</td><td>11.00</td></tr> <tr><td>7</td><td>11.00</td><td>12.00</td></tr> <tr><td>8</td><td>12.00</td><td>13.00</td></tr> <tr><td>9</td><td>13.00</td><td>14.00</td></tr> <tr><td>10</td><td>14.00</td><td>15.00</td></tr> <tr><td>11</td><td>15.00</td><td>16.00</td></tr> <tr><td>12</td><td>16.00</td><td>17.00</td></tr> <tr><td>13</td><td>17.00</td><td>18.00</td></tr> <tr><td>14</td><td>18.00</td><td>19.00</td></tr> </tbody> </table>	MONDAY - FRIDAY TIMETABLE				SALAYA	BANG WA	1	6.00	7.00	2	6.30	7.30	3	7.00	8.00	4	8.00	9.00	5	9.00	10.00	6	10.00	11.00	7	11.00	12.00	8	12.00	13.00	9	13.00	14.00	10	14.00	15.00	11	15.00	16.00	12	16.00	17.00	13	17.00	18.00	14	18.00	19.00	<ul style="list-style-type: none"> - Service only weekdays, Monday-Friday, between MU and BTS Bang Wa station, please find more detail via this link: https://www.facebook.com/Salayalink/
MONDAY - FRIDAY TIMETABLE																																																		
	SALAYA	BANG WA																																																
1	6.00	7.00																																																
2	6.30	7.30																																																
3	7.00	8.00																																																
4	8.00	9.00																																																
5	9.00	10.00																																																
6	10.00	11.00																																																
7	11.00	12.00																																																
8	12.00	13.00																																																
9	13.00	14.00																																																
10	14.00	15.00																																																
11	15.00	16.00																																																
12	16.00	17.00																																																
13	17.00	18.00																																																
14	18.00	19.00																																																
17	<p>MU Shuttle Bus</p> 	<ul style="list-style-type: none"> - If you would like to travel by MU shuttle bus, please find more detail via this link: https://op.mahidol.ac.th/ga/shuttle-bus/ 																																																

18	U-Store at MUIC 	<ul style="list-style-type: none">- U-Store at 1st floor Aditayathorn building, please find more detail via this link:- https://www.facebook.com/UStoreMU/- https://www.instagram.com/ustore.mus/?hl=en- Tel. 095 372 5540
----	---	---

MM Organization Chart



Dr. Veerades Panvisavas
Chair of Tourism and
Hospitality Management Division



Dr. Sarinya Sungkatavat
MM Program Director