



**For student
ID 638xxxx
and above**

**Bachelor of Management
Travel and Service Business Entrepreneurship (TSB) Major
Course Record**

Tourism and Hospitality Management (THM) Division

Name _____ ID _____

1. THM Students should keep this form updated and have it with them when consulting with their advisor.
2. In order to graduate, students need to earn a minimum of 168 credits and 2.0 GPA.
3. Before graduating, students must submit the complete form to the registrar.

1. GENERAL EDUCATION (GE) COURSES (38 Credits)

1.1 English Communications (12-16 Credits)

Course Code	Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGC 101	Academic Writing and Research I	4	4	0	8	Placement Writing Test	
ICGC 102	Academic Writing and Research II	4	4	0	8	ICGC 101	
ICGC 103	Public Speaking	4	4	0	8	ICGC 102	
ICGC 111	Academic Writing and Research I (Advanced)	4	4	0	8	Placement Writing Test	
ICGC 112	Academic Writing and Research II (Advanced)	4	4	0	8	ICGC 111	
ICGC 201	Global Realities	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 202	Literary Analysis	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 203	Creative Writing	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 204	Advanced Oral Communication	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 206	Literature Into Film	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 208	Language and Culture	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 210	First and Second Language Acquisition	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 211	Topics in Comparative Literature A: Poetry	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 212	Topics in Comparative Literature B: The Short Story and the Novel	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 213	Topics in Comparative Literature C: Drama	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 214	Literary Non-fiction	4	4	0	8	ICGC 103 or ICGC 112	
ICGC 215	Writing for Research	4	4	0	8	ICGC 103 or ICGC 112	

Note I: Based on their achievement on the essay portion of the MUIC entrance exam, students will be placed into 3 following tracks: 'ERS Track', 'GC Track' and 'Advanced GC Track'.

- ERS Track – Students who are placed into 'ERS Track' will be required to take ICME 100 (a non-credit course) and complete 16 credits in English Communication: ICGC 101, ICGC 102, ICGC 103 in order, and finally, any 200+ level English courses.
- GC Track – Students who are placed into 'GC Track' will be required to complete 16 credits in English Communication: ICGC 101, ICGC 102, ICGC 103 in order, and finally, any 200+ level English courses.
- Advanced GC Track – Students who are placed into 'Advanced GC Track' will be required to complete 12 credits in English Communication: ICGC 111, ICGC 112 in order, and finally, any 200+ level English courses.

Note II: Students in 'ERS Track' and 'GC Track' must take ICGC 101, ICGC 102 and ICGC 103 without interruption beginning in their first trimester of enrollment.

1.2 Life Appreciation (4 Credits)

Course Code	Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGH 113	Moving Pictures: A History of Film	4	4	0	8		
ICGH 117	Drawing as Creative Expression	4	2	4	6		
ICGH 118	Photography Visualizing in the Digital Age	4	2	4	6		
ICGH 119	Listen! Soundscapes, Well-Being and Musical Soul Searching	4	4	0	8		
ICGN 105	Ecology, Ecosystems and Socio-Economics in Southeast Asia	4	3	2	7		
ICGN 108	Essentials of Culinary Science for Food Business	4	3	2	7		
ICGN 109	Food for Health	4	4	0	8		
ICGN 110	Maker Workshop	4	3	2	7		
ICGN 112	Stargazer	4	3	2	7		
ICGN 113	Plants, People and Poisons	4	4	0	8		
ICGN 115	Human Evolution, Diversity and Health	4	4	0	8		
ICGN 120	Chemistry of Cosmetics and Dietary Supplements	4	4	0	8		
ICGN 124	Climate Change and Human Society	4	3	2	7		
ICGN 125	Games and Learning	2	2	0	4		
ICGP 101	American Flag Football	1	0	2	1		
ICGP 102	Badminton	1	0	2	1		
ICGP 103	Basketball	1	0	2	1		
ICGP 104	Body Fitness	1	0	2	1		
ICGP 105	Cycling	1	0	2	1		
ICGP 106	Discover Dance	1	0	2	1		
ICGP 107	Golf	1	0	2	1		
ICGP 108	Mind and Body	1	0	2	1		
ICGP 109	Selected Topics in Sports	1	0	2	1		
ICGP 110	Self Defense (Striking)	1	0	2	1		
ICGP 111	Self Defense (Grappling)	1	0	2	1		
ICGP 112	Soccer	1	0	2	1		
ICGP 113	Social Dance	1	0	2	1		
ICGP 114	Swimming	1	0	2	1		
ICGP 115	Tennis	1	0	2	1		
ICGP 116	Volleyball	1	0	2	1		
ICGS 102	Business Sustainability and the Global Climate Change	4	4	0	8		
ICGS 115	Sociology in the Modern World	4	4	0	8		
ICGS 125	American History, Popular Media and Modern Life	4	4	0	8		
ICGS 126	Introduction to Psychology	4	4	0	8		
ICGS 127	Positive Psychology	4	4	0	8		
ICGS 128	Global Gastronomy and Cuisines	4	4	0	8		
ICGS 129	Tea Studies	2	2	0	4		
ICLL 100	Self Development	2	2	0	4		

1.3 Global Citizenship (4 Credits)

Course Code	Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGH 116	World Cinemas	4	4	0	8		
ICGH 120	Thai and ASEAN Cinema	4	4	0	8		
ICGH 121	The End of the World? Development and Environment	4	4	0	8		
ICGH 122	Introduction to Asian Philosophy	4	4	0	8		
ICGH 123	Faiths, Ecological Justice, and the Tropical Rainforests	2	2	0	4		
ICGL 101	Elementary German I	4	4	0	8	Placement Test	
ICGL 102	Elementary German II	4	4	0	8	Placement Test or ICGL 101	
ICGL 103	Elementary German III	4	4	0	8	Placement Test or ICGL 102	
ICGL 111	Elementary Japanese I	4	4	0	8	Placement Test	
ICGL 112	Elementary Japanese II	4	4	0	8	Placement Test or ICGL 111	
ICGL 113	Elementary Japanese III	4	4	0	8	Placement Test or ICGL 112	
ICGL 121	Elementary French I	4	4	0	8	Placement Test	
ICGL 122	Elementary French II	4	4	0	8	Placement Test or ICGL 121	
ICGL 123	Elementary French III	4	4	0	8	Placement Test or ICGL 122	
ICGL 131	Elementary Chinese I	4	4	0	8	Placement Test	

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGL	132	Elementary Chinese II	4	4	0	8	Placement Test or ICGL 131	
ICGL	133	Elementary Chinese III	4	4	0	8	Placement Test or ICGL 132	
ICGL	141	Elementary Spanish I	4	4	0	8	Placement Test	
ICGL	142	Elementary Spanish II	4	4	0	8	Placement Test or ICGL 141	
ICGL	143	Elementary Spanish III	4	4	0	8	Placement Test or ICGL 142	
ICGL	160	Introduction to Thai Language and Culture	4	4	0	8		
ICGL	161	Elementary Thai I	4	4	0	8	Placement Test	
ICGL	162	Elementary Thai II	4	4	0	8	Placement Test or ICGL 161	
ICGL	163	Elementary Thai III	4	4	0	8	Placement Test or ICGL 162	
ICGL	170	Diversities in Multilingual Societies	2	2	0	4		
ICGL	201	Pre-intermediate German I	4	4	0	8	ICGL 103 or Placement Test	
ICGL	202	Pre-intermediate German II	4	4	0	8	ICGL 201 or Placement Test	
ICGL	203	Pre-intermediate German III	4	4	0	8	ICGL 202 or Placement Test	
ICGL	211	Pre-intermediate Japanese I	4	4	0	8	ICGL 113 or Placement Test	
ICGL	212	Pre-intermediate Japanese II	4	4	0	8	ICGL 211 or Placement Test	
ICGL	213	Pre-intermediate Japanese III	4	4	0	8	ICGL 212 or Placement Test	
ICGL	221	Pre-intermediate French I	4	4	0	8	ICGL 123 or Placement Test	
ICGL	222	Pre-intermediate French II	4	4	0	8	ICGL 221 or Placement Test	
ICGL	223	Pre-intermediate French III	4	4	0	8	ICGL 222 or Placement Test	
ICGL	231	Pre-intermediate Chinese I	4	4	0	8	ICGL 133 or Placement Test	
ICGL	232	Pre-intermediate Chinese II	4	4	0	8	ICGL 231 or Placement Test	
ICGL	233	Pre-intermediate Chinese III	4	4	0	8	ICGL 233 or Placement Test	
ICGL	241	Pre-intermediate Spanish I	4	4	0	8	ICGL 143 or Placement Test	
ICGL	242	Pre-intermediate Spanish II	4	4	0	8	ICGL 241 or Placement Test	
ICGL	243	Pre-intermediate Spanish III	4	4	0	8	ICGL 242 or Placement Test	
ICGN	126	Plant Society	2	2	0	4		
ICGS	106	Fashion and Society	4	4	0	8		
ICGS	111	Exploring Religions	4	4	0	8		
ICGS	112	Geography of Human Activities	4	4	0	8		
ICGS	123	Tourism Concepts and Practices	4	4	0	8		
ICGS	130	Political Science	4	4	0	8		
ICGS	131	Introduction to International Studies	4	4	0	8		
ICGS	132	Career Preparation in a Globalized World	4	4	0	8		
ICGS	133	Foundation of Mediterranean Cultures	4	4	0	8		

1.4 Critical Thinking (4 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGH	101	Biotechnology: from Science to Business	4	4	0	8		
ICGH	102	Famous Arguments and Thought Experiments in Philosophy	4	4	0	8		
ICGH	103	Logic, Analysis and Critical Thinking: Good and Bad Arguments	4	4	0	8		
ICGH	105	Technology, Philosophy and Human Kind: Where Are We Now?!	4	4	0	8		
ICGH	106	The Greeks: Crucible of Civilization	4	4	0	8		
ICGH	107	Contemporary Art and Visual Culture	4	4	0	8		
ICGH	109	Creative Thinking Through Art and Design	4	2	4	6		
ICGH	110	Drawing as Visual Analysis	4	2	4	6		
ICGH	115	Cinematic Languages and Its Application	4	4	0	8		
ICGH	124	Life Drawing and Anatomy	4	2	4	6		
ICGH	125	How Can We Know What Is Good? Moral Reasoning and Behavior	4	4	0	8		
ICGH	126	Behavioral Ethics: Why Good People Do Bad Things	2	2	0	4		
ICGN	107	The Chemistry of Everyday Life	4	4	0	8		
ICGN	111	Physics for CEO	4	4	0	8		
ICGN	123	The Earth's Dynamic Structure	4	3	2	7		
ICGN	127	Practical Mathematics	2	2	0	4		
ICGS	103	Economics in Modern Business	4	4	0	8		

ICGS	113	Perspectives on the Thai Past	4	4	0	8		
ICGS	134	Is Democracy Good?	4	4	0	8		
ICGS	135	Entrepreneurial Accounting	4	4	0	8		

1.5 Leadership (4 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGN	114	The Scientific Approach and Society	4	4	0	8		
ICGN	128	Climate Emergency, Biodiversity Crisis, and Humanity at Risk	2	1	2	3		
ICGS	104	Essentials of Entrepreneurship	4	4	0	8		
ICGS	118	Skills in Dealing with People Across Cultures	4	4	0	8		
ICGS	121	Abnormal Colleagues: How Do I Make This Work?	4	4	0	8		
ICGS	136	Social and Health Issues in Thailand	4	3	2	7		
ICGS	137	Witchcraft and Gender Representation	4	4	0	8		
ICGS	138	Business Event Essentials	4	4	0	8		
ICGS	139	Leadership and Change for a Global Society	4	4	0	8		
ICLL	101	Professional Development	2	2	0	4		

1.6 Digital Literacy (4 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICGH	111	Media Literacy: Skills for 21st Century Learning	4	4	0	8		
ICGN	116	Understanding and Visualizing Data	4	3	2	7		
ICGN	118	Everyday Connectivity	4	4	0	8		
ICGN	119	Computer Essentials	4	4	0	8		
ICGN	129	Programming for Problem Solving	4	4	0	8		
ICGN	130	Cryptography: The Science of Making and Breaking Codes	2	2	0	4		
ICGN	131	Digital Search Literacy	2	2	0	4		
ICGN	132	Digital Security and Privacy	2	2	0	4		
ICGN	133	E-Business: Technology and Digital Strategies	4	4	0	8		
ICGN	134	Introduction to Artificial Intelligence	2	2	0	4		
ICGS	140	Fake News, Censorship and the Politics of Truth	4	4	0	8		
ICLL	102	Skills for a Digital World	2	2	0	4		

1.7 General Education Elective Courses (2-6 Credits)

Course Code		Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade

Note : Students need to take any GE courses to fulfill their 38 credits requirement of General Education: 2 credits for students whose English Communication track are placed into 'ERS track' or 'GC Track' and 6 credits for students whose English Communication track are placed into 'Advanced GC Track'. Partial credits of GE course that exceed the GE requirements cannot be counted towards Free Electives.

2. SPECIFIC COURSES (102 Credits)

2.1 Core Courses (32 Credits)

- Core Courses in Management

Course Code	Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICTB 202	Principles of Management	4	4	0	8	24 credits of GE	
ICTB 301	People and Talent Management	4	4	0	8	ICTB 202	
ICTB 304	Service Management and Experience Design	4	4	0	8	ICTB 201	

- Core Courses in Travel and Service Business Entrepreneurship

Course Code	Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICTB 201	Introduction to Travel and Service Businesses	4	3	2	7	24 credits of GE	
ICTB 203	Consumer Behavior for Travel and Service Businesses	4	4	0	8	ICTB 201	
ICTB 204	Business Communication	4	4	0	8	ICGC 103	
ICTB 302	Business Laws for Travel and Service Businesses	4	4	0	8	ICTB 201	
ICTB 303	Digital Transformation for Travel and Service Businesses	4	4	0	8	ICTB 201	

2.2 Major Required Courses (42 Credits)

Course Code	Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICTB 211	Business Statistics and Data Management	2	2	0	4		
ICTB 212	Marketing for Travel and Service Businesses	4	4	0	8	24 credits of GE	
ICTB 213	Economics for Travel and Service Businesses	4	4	0	8	ICTB 211	
ICTB 214	Accounting for Travel and Service Businesses	4	4	0	8	24 credits of GE	
ICTB 215	Branding Strategy and Marketing Communication Channels	4	4	0	8	ICTB 212	
ICTB 216	Sustainable Development in Travel and Service Businesses	4	4	0	8	ICTB 201	
ICTB 311	Finance for Travel and Service Businesses	4	4	0	8	ICTB 214	
ICTB 312	Strategic Management for Travel and Service Businesses	4	4	0	8	100 Credits	
ICTB 313	Business Research and Data Analysis for Travel and Service Businesses	4	4	0	8	100 Credits	
ICTB 314	Revenue Management in Travel and Service Businesses	4	4	0	8	100 Credits	
ICTB 315	Entrepreneurship and Business Plan Development	4	4	0	8	100 Credits	

2.3 Major Elective Courses (12 Credits)

Course Code	Title	Credits	Lecture	Lab	Self-Study	Prereq.	Grade
2.3.1 □ Hotel Management Module							
ICTB 321	Room Division Operation Management	4	4	0	8		
ICTB 322	Facility Management for Hotel Operations	4	4	0	8		
ICTB 323	Hospitality Facilities Design	4	3	2	7		
ICTB 324	Hotel Business Development and Management	4	4	0	8	ICTB 321 or ICTB 322	
2.3.2 Food & Restaurant Management Module							
ICTB 331	Culinary Operation Management	4	3	2	7		
ICTB 332	Baking and Pastry Business	4	3	2	7		
ICTB 333	Gastronomy Exploration and Food's Experiences	4	4	0	8		
ICTB 334	Restaurant Marketing and Branding Strategies	4	4	0	8		
ICTB 335	Restaurant Business Planning and Operations	4	4	0	8	ICTB 331 or ICTB 332	
2.3.3 Tourism Management Module							
ICTB 341	Travel Guide and Interpretation	4	3	2	7		
ICTB 342	Tourism Package Management and Business	4	3	2	7		
ICTB 343	Online Travel and Service Business	4	4	0	8		
ICTB 344	Wine Studies and Wine Tourism	4	3	2	7	Age above 20	
ICTB 345	Cultural Heritage Studies for Entrepreneurship	4	4	0	8		

2.3.4 Event Management Module								
ICTB	351	Event Planning and Operation	4	4	0	8		
ICTB	352	Event and Experience Design	4	3	2	7		
ICTB	353	Event Business Stakeholders Engagement	4	4	0	8		
ICTB	354	Leisure and Sport Event	4	3	2	7		
ICTB	355	Creative Event Production	4	3	2	7	ICTB 351 or ICTB 352	
2.3.5 Health & Wellness Management Module								
ICTB	361	The Basics of Exercise Science and Wellness	4	4	0	8		
ICTB	362	Principles and Practice of Sport management for Business	4	4	0	8		
ICTB	363	Healthcare and Medical Business	4	4	0	8		
ICTB	364	Spa and Wellness Business	4	4	0	8		

2.4 Internship Courses (16 Credits)

Course Code	Title		Credits	Lecture	Lab	Self-Study	Prereq.	Grade
ICTB	291	Internship I	8	0	40	8	70 credits	
ICTB	491	Internship II	8	0	40	8	Final trimester only	

3. I-DESIGN ELECTIVES COURSES (20 Credits)

Course Code	Title		Credits	Lecture	Lab	Self-Study	Prereq.	Grade

Note: The purpose of the I-Design Electives is to promote multidisciplinary learning. Students are encouraged to explore courses offered by diverse disciplines across MUIC, Mahidol University, and partner institutions. The I-Design Electives can be satisfied upon the completion of the following course categories:

1. Minor courses offered by any program in MUIC
2. Certificate courses offered by any program in MUIC
3. Any major courses offered by any program in MUIC
4. Any major courses offered in Mahidol University (including undergraduate and graduate level courses). Courses must be approved by the student's advisor and the Curriculum Administrative Committee.
5. Any major courses offered at partner institutions (who have MOU with Mahidol University and/or MUIC). Courses must

4. FREE ELECTIVE COURSES (8 Credits)

Course Code	Title		Credits	Lecture	Lab	Self-Study	Prereq.	Grade

Note: Students can take any courses offered by MUIC and/or Mahidol University as free elective courses with the approval from the advisor. A course within the student's major that is too closely related or redundant to core/required/elective courses is discouraged and may be disapproved by an academic advisor.