



## **Course Details for Incoming Study Abroad Program Students**

**Academic Years 2013 and 2014**

### **Faculty of Hospitality and Tourism Prince of Songkla University, Phuket Campus Phuket, Thailand**

Faculty of Hospitality and Tourism (FHT), Prince of Songkla University (PSU), Phuket Campus is an internationally recognized Faculty with a reputation for excellence in teaching and research specifically in the areas of hospitality, tourism and business. We have 19 years of experience in offering international programs in Hospitality Management and Tourism Management. Coming to study at FHT, PSU for a full academic year or a trimester is a great opportunity.

The friendly campus is situated in beautiful Phuket, one of the world's the most suitable locations for hospitality and tourism studies. It is a welcoming and supportive place to come to as an international exchange student.





### **Degrees Offered (For the Undergraduate Level)**

Bachelor in Business Administration (BBA) in Hospitality Management  
Bachelor in Business Administration (BBA) in Tourism Management

### **Trimester Dates:**

#### **Academic Year 2013**

##### **Trimester 1:**

Orientation: 28 May 2013 – 1 June 2013  
Classes and exams: 3 June 2013 – 15 September 2013

##### **Trimester 2:**

Orientation: 23 – 26 September 2013  
Classes and exams: 30 September 2013 – 19 January 2014

##### **Trimester 3:**

Orientation: 27 – 30 January 2014  
Classes and exams: 3 February – 18 May 2014

#### **Academic Year 2014 and onward**

##### **Trimester 1:**

Orientation: 4 – 7 August 2014  
Classes and exams: 11 August 2014 – 23 November 2014

##### **Trimester 2:**

Orientation: 1 – 4 December 2014  
Classes and exams: 8 December 2014 – 29 March 2015

##### **Trimester 3:**

Orientation: 16 – 18 April 2015 (To be confirmed)  
Classes and exams: 20 April 2015 – 2 August 2015

### **Course Registration**

Exchange students may choose to enroll in any courses listed below provided that the chosen courses are not overlapping in the study timetable and there are at least 10 students enrolled in the course selected. Students are advised to choose between 4 – 6 courses per trimester.

The course list provided below may be subject to change. Please note the courses marked \* which indicate that they are offered to international study abroad students only. No Thai students register for these courses. Students registered for all other subjects will have opportunities to study with Thai students. Courses marked \*\* are elective courses. They are offered to local students as well as international students but are subject to low demand and may not be offered if there are less than 10 registered students.

Students may change their course selection within the first week of the trimester by contacting a staff member at the FHT academic office. In addition, students may choose to enroll in other language courses such as Chinese and Japanese offered by Faculty of International Studies for an additional cost of 6,000 Baht per subject.

### Credit Transfer

Exchange students are advised to consult with their home university as to which courses offered at FHT, PSU can be transferred to their home university.

### Contact Person

Dr. Pornpisanu Promsivapallop  
 Deputy Dean for Research and International Affairs  
 Faculty of Hospitality and Tourism  
 Prince of Songkla University, Phuket Campus  
 Email: [promsivapallop@gmail.com](mailto:promsivapallop@gmail.com)  
 Website: [www.fht.psu.ac.th](http://www.fht.psu.ac.th)



## Courses Offered in Academic Year 2013

### Trimester 1

No	Course Code	Course Title	Credit	Year of Study by Thai Students
1	802-303	Marine Tourism Business Management	4(4-0-8)	3
2	802-306	Managing Natural Resources Management and Conservation for Tourism	4(4-0-8)	2
3	803-301	Airline Management	4(4-0-8)	2
4	803-306	Airlines Ground Service Operations	4(4-0-8)	3
5	805-112	Fundamental Thai*	4(4-0-8)	N/A
6	810-107	Life Skills for Multi-Cultural Living	2(1-2-3)	1
7	810-112	History and Thai Society	4(4-0-8)	1
8	810-114	Skills for Learning and Problem-Solving	4(4-0-8)	1
9	810-115	Thai Arts and Culture	4(3-2-7)	1
10	810-201	Social Psychology	4(4-0-8)	2
11	810-301	Intercultural Communication	4(4-0-8)	2
12	812-103	Mathematics	4(4-0-8)	1
13	811-353	Intermediate English for Business**	4(3-2-7)	3
14	811-456	Advanced Business English**	4(3-2-7)	4
15	812-204	Statistics	4(4-0-8)	3
16	813-102	Ballroom Dance	1(0-2-1)	1
17	813-104	Yoga	1(0-2-1)	1
18	817-103	Principles of Marketing	4(4-0-8)	1
19	817-202	Business Finance	4(4-0-8)	2
20	817-203	Principles of Management	4(4-0-8)	2
21	817-204	Human Resources Management	4(4-0-8)	3
22	817-304	International Finance*	4(4-0-8)	N/A
23	817-308	Strategic Management	4(4-0-8)	4
24	817-309	International Business*	4(4-0-8)	N/A
25	817-310	International Economic*	4(4-0-8)	N/A
26	818-202	Marketing for the Hospitality and Tourism Industry	4(4-0-8)	2
27	818-402	Research Methods for Hospitality and Tourism	4(4-0-8)	4
28	819-304	Convention and Event Management	4(4-0-8)	2
29	820-203	Front Office Management	4(2-4-6)	3
30	821-103	Knowledge of Beverages	4(2-4-6)	2
31	821-204	Food and Beverage Services and Techniques	4(2-4-6)	2
32	824-202	Tourist Behavior	4(4-0-8)	2

## Trimester 2

No	Course Code	Course Title	Credit	Year of Study by Thai Students
1	805-112	Fundamental Thai*	4(4-0-8)	N/A
2	810-107	Life Skills for Multi-Cultural Living	2(1-2-3)	1
3	810-112	History and Thai Society	4(4-0-8)	1
4	810-114	Skills for Learning and Problem-Solving	4(4-0-8)	1
5	810-115	Thai Arts and Culture	4(3-2-7)	1
6	810-201	Social Psychology*	4(4-0-8)	2
7	810-301	Intercultural Communication*	4(4-0-8)	2
8	812-103	Mathematics	4(4-0-8)	1
9	812-204	Statistics*	4(4-0-8)	3
10	813-102	Ballroom Dance	1(0-2-1)	1
11	813-104	Yoga	1(0-2-1)	1
12	817-102	Principles of Accounting	4(4-0-8)	2
13	817-103	Principles of Marketing	4(4-0-8)	1
14	817-201	Principles of Economics	4(4-0-8)	1, 2
15	817-202	Business Finance*	4(4-0-8)	2
16	817-204	Human Resources Management	4(4-0-8)	3
17	817-304	International Finance*	4(4-0-8)	N/A
18	817-308	Strategic Management	4(4-0-8)	4
19	817-309	International Business*	4(4-0-8)	N/A
20	817-310	International Economic*	4(4-0-8)	N/A
21	818-402	Research Methods for Hospitality and Tourism	4(4-0-8)	4
22	811-353	Intermediate English for Business**	4(3-2-7)	3
23	811-456	Advanced Business English**	4(3-2-7)	4
24	813-106	Badminton	1(0-2-1)	1



### Trimester 3

No	Course Code	Course Title	Credit	Year of Study by Thai Students
1	805-112	Fundamental Thai*	4(4-0-8)	N/A
2	810-301	Intercultural Communication.	4(4-0-8)	2
3	811-353	Intermediate English for Business**	4(3-2-7)	3
4	811-456	Advanced Business English**	4(3-2-7)	4
5	817-201	Principles of Economics	4(4-0-8)	1, 2
6	817-202	Business Finance	4(4-0-8)	2
7	817-203	Principles of Management	4(4-0-8)	2
8	817-204	Human Resources Management	4(4-0-8)	3
9	817-304	International Finance*	4(4-0-8)	N/A
10	817-308	Strategic Management	4(4-0-8)	4
11	817-309	International Business*	4(4-0-8)	N/A
12	817-310	International Economics*	4(4-0-8)	N/A
13	818-202	Marketing for the Hospitality and Tourism Industry	4(4-0-8)	2
14	819-304	Convention and Event Management	4(4-0-8)	2
15	819-405	Hospitality Facility Design and Management	4(4-0-8)	3
16	821-307	Bakery Production	4(2-4-6)	3
17	821-401	Menu Planning and Pricing Strategy	4(4-0-8)	3
18	822-303	Exhibitions and Tradeshow Management	4(4-0-8)	3
19	822-401	Convention Facility Design and Management	4(4-0-8)	3
20	823-301	Basic Spa Business Management and Operations	4(4-0-8)	3
21	825-303	Airline Reservation and Ticketing	2(0-4-2)	3



## Course Description

- 801-301 Historical and cultural attractions in Southeast Asia 4(4-0-8)**  
Introduction to the historical development, archeological identity, architectural styles, traditions, festivals, rituals related to historical and cultural attractions in Southeast Asia
- 802-303 Marine Tourism Business Management 4(4-0-8)**  
Principles of marine and coastal tourism business management; marine environment; marine and coastal tourism resources; marine tourism activities; facility management in marine tourism attractions; human resource management and laws related to the marine tourism business
- 802-306 Managing Natural Resource Management and Conservation for Tourism 4(4-0-8)**  
Natural resource management and conservation for tourism, natural resource protection, conservation, restoration and sustainable use of natural resources for tourism; indicators for natural resource conservation; case studies of natural resource management and conservation for tourism
- 803-301 Airline Management 4(4-0-8)**  
Principles and business concepts of airlines, managing the operations both ground and in-flight services, airline organization, marketing, strategy for airline operations; IATA regulations; basic knowledge of airplanes and flights
- 803-306 Airline Ground Service Operations 4(4-0-8)**  
Passenger service procedures before taking off, checking-in and boarding procedures; passenger service procedures after landing, baggage service and baggage claim; handling unforeseen circumstances, delayed passengers, illegal items brought by passengers, sudden illness of passengers
- 805-102 Fundamental Thai 4(3-3-6)**  
Background knowledge about Thai phonology and morphology; basic skills in listening, speaking, reading and writing for daily life
- 810-107 Life Skills for Multi Cultural Living 2(1-2-3)**  
Philosophy and aesthetics of life; life skills for personal fulfillment based on sufficiency economy; positive attitude towards life; personality development; personal life goal setting; encouragement techniques towards oneself and others; living in a multi-cultural society while bearing in mind moral and ethical principles
- 810-112 History and Thai Society 4(4-0-8)**  
Origin of Thais; development of society and culture from the community to state levels; ancient Thai civilizations; classifications of Thai era; Thai history in the context of the world's history; evolutions in terms of politics, government; foreign affairs, economy and society; characteristic and structure of Thai society, social, economic and political foundations of Thai society; important religions in Thailand; current situations in Thai society; factors affecting changes in Thai society
- 810-114 Skills for Learning and Problem-solving 4(4-0-8)**  
Life-long learning skills; learning process; knowledge acquiring process; managing knowledge; distinguishing between opinions and facts; positive thinking; thinking creatively and laterally; problem-preventive measures; problem-solving skills; evaluating and decision-making

- 810-115 Thai Arts and Culture** **4(3-2-7)**  
Meaning and scope of Thai arts and culture; classifications of Thai arts and culture; studies of Thai arts and culture, visual arts, sculptures, architecture, Thai handicrafts, Thai literature, Thai classical music and performing arts, festivals and traditional events, Thai cuisine and desserts
- 810-201 Social Psychology** **4(4-0-8)**  
Examination of human social systems and behavior with emphasis on cultures, societies, and social orders; surveying current psychological methods and procedures, basic human needs, and human behavior regarding reinforcement, motivation, learning, perception, intelligence and ability
- 810-301 Intercultural Communication** **4(4-0-8)**  
Meaning and origin of intercultural communication; principles of intercultural communication via an understanding of language, customs, social class, gender, race, patterns of language cultures; communication strategies; social relations structures between ethnic groups leading to effective intercultural communication
- 811-353 Intermediate English for Business** **4(3-2-7)**  
Accurate, appropriate and imaginative use of the English language in up-to-date international business contexts situations; job applications; job interviews; and cross-cultural communication
- 811-456 Advanced Business English** **4(3-2-7)**  
Accurate, appropriate and imaginative use of the English language in various characteristic contexts situations of contemporary international business; coherently structured business presentations; writing effective business correspondence and documents; debating and business negotiating
- 812-103 Mathematics** **4(4-0-8)**  
Mathematical processes and theorems; communication using mathematical symbols, numbers, fractions and ratios, mathematical logic; equations and systems of equations; set theories
- 812-204 Statistics** **4(4-0-8)**  
Meaning and scope of statistics; data and level of analysis; descriptive statistics; sampling techniques; distributions; confidence intervals; estimation and hypothesis testing; chi-square test; analysis of variance; correlation; linear regression
- 813-102 Ballroom Dance** **1(0-2-1)**  
Historical background; evolution of rules; regulations and safety; developing and increasing personal health by practicing ballroom dance
- 813-104 Yoga** **1(0-2-1)**  
Historical background; evolution of rules; regulations and safety; developing and increasing personal health by practicing Yoga
- 813-106 Badminton** **1(0-2-1)**  
Historical background; evolution of rules; regulations and safety; developing and increasing personal health by practicing Badminton



- 817-102 Principles of Accounting 4(4-0-8)**  
A general introduction to financial accounting, concepts and techniques; applications to various forms of business organization; using managerial and financial accounting information systems for business decision-making
- 817-103 Principles of Marketing 4(4-0-8)**  
Scope of marketing and marketing tasks; marketing concepts and tools; classifications and analysis of consumer behavior in different types of market; analysis of marketing environment and competition; development of market offerings to fit the new economy
- 817-201 Principles of Economics 4(4-0-8)**  
An introduction to the microeconomics of production, consumption and markets; history and structure of Thai economy; an introduction to macroeconomics and competitive market economy
- 817-202 Business Finance 4(4-0-8)**  
Operational and strategic financial problems, allocation of funds; cost of capital and financial structure; financial information system; financial structure; policy determination and analysis of the financial environment
- 817-203 Principles of Management 4(4-0-8)**  
Management principles and analyzing techniques; decision-making principles in management systems; organizations and organizational design; organizational theories and development; interpersonal relationships; development of management competencies
- 817-204 Human Resources Management 4(4-0-8)**  
Theories and practices in personnel management in the hospitality and tourism industry; organization and operations of human resources department, hiring, discipline, compensation, job analysis, performance appraisal
- 817-304 International Finance 4(4-0-8)**  
Discusses the topics in international finance, including both economic and management aspect of international finance such as exchange rate determination, impacts of monetary and fiscal policy, type of exchange rate regimes, currency arbitrage and derivative
- 817-308 Strategic Management 4(4-0-8)**  
Strategic management process in an organization, dealing with environmental scanning, strategy formulation, strategy implementation, and evaluation and control; discussion of different levels of strategic management, corporate strategy, business strategy, and functional strategy; an assessment of both macro-and micro-environmental influences businesses
- 817-309 International Business 4(4-0-8)**  
The fundamentals of international business in a dynamic global environment, key issues facing international business today; different dimensions of business environment in a global arena including culture dimensions, trade and investment theories, global financial management, global marketing and supply chain management.

- 817-310 International Economics 4(4-0-8)**  
 The fundamentals of international economics in a dynamic global environment, key issues facing international economics, the Standard Theory of international trade, the law of comparative advantage, demand and supply, international trade, trade restriction, economic integration, foreign exchange market.
- 818-202 Marketing for the Hospitality and Tourism Industry 4(4-0-8)**  
 Application of marketing principles and practices for the special needs of the hospitality and tourism industry; analysis of the marketing environments; opportunities and strategies particular to managing the marketing functions in the hospitality and tourism industry
- 818-402 Research Methods for Hospitality and Tourism 4(4-0-8)**  
 An understanding and recognition of the values and techniques of research necessary for effective decision-making; the ability to recognize and objectively criticize existing research methodologies; developing and conducting either qualitative or quantitative research, problem identification and definition, scope of study, research design, sampling, data collection, data analysis using statistical analysis, discussion of the findings, recommendation for future research
- 819-304 Convention and Event Management 4(4-0-8)**  
 An overview of the convention and event industry, meetings, conventions, exhibitions, incentive travel, and other special events at both national and international levels; types of meetings and special events; present situations, trends, and opportunities in the event market; components of the event industry, identification of industry stakeholders and their roles and responsibilities; examination of various impacts of the industry; an introduction to planning, marketing, and event evaluation processes
- 819-405 Hospitality Facility Design and Management 4(4-0-8)**  
 Fundamentals of building mechanical systems; maintenance and facilities management; theories and interaction of illumination electric wiring, plumbing, heating, ventilation, air condition; telecommunication systems; safety and security; solid waste and liquid waste; energy management systems; principles of facility management in the hospitality and tourism industries emphasizing on coordination of the physical space with guest services; issues and challenges pertaining to sanitation, safety encountered in the food service industry, cause and prevention of food-borne illnesses
- 820-203 Front Office Management 4(2-4-6)**  
 Organizational structure; duties and administration of the hotel front office department; a wide range of front office operational jobs, such as reservation, reception, front office cashiering, night auditing, assisting guests and handling guest complaints; management duties including yield management and status and inventory control; service-mindedness and positive work attitude
- 821-103 Knowledge of Beverages 4(2-4-6)**  
 Knowledge of beverages both non-alcoholic and alcoholic drinks with emphasis on the identification; use of tools and equipment; beverage preparation skills

- 821-204 Food and Beverage Services and Techniques 4(2-4-6)**  
Principles of food and beverage services of restaurant and dining room services practiced in restaurants in the hotels industries; relationship between customer and service personnel; food and beverage services skills; communication skills and applications of technology in foodservice; basic service principles emphasizing on responsiveness to the customers' needs; service-mindedness and positive work attitude
- 821-307 Bakery Production 4(2-4-6)**  
Definition and basic concepts of bakery, categories, characteristics and ingredients, tools, process and techniques in making baked products, preparation of different types of bakery, product development projects, packaging and storage.
- 821-401 Menu Planning and Pricing Strategy 4(4-0-8)**  
Theories and practices in menu planning; principles of nutrition in menu planning; types of menu; factors effecting menu planning including menu design, pricing of the items; relationship of profit and loss to the prices of the items; and assessment and improve of menu
- 822-401 Convention Facility Design and Management 4(4-0-8)**  
The operations of convention and conference centers; considerations on the design and construction of convention centers, marketing, and roles and relationship of centers with city, country and government; human resources management considerations including staffing, training, working procedures, and roles of personnel working in the convention centers
- 823-301 Basic Spa Business Management and Operations 4(4-0-8)**  
The foundation of spa business operation; related laws and regulations; knowledge of water and aromatic oil treatments; integrated knowledge of alternative medicines; dimensions of holistic health; traditional Thai Medicine; domains of spa experience to enhance; rebalancing and restoring a natural state of well-being; mechanisms for maximizing quality of holistic health in spa operations
- 824-202 Tourist Behavior 4(4-0-8)**  
Tourist behavior in tourism destinations, related factors such as motivations, attitudes, past tourism experiences, travel decision-making, interrelations of social, cultural and environmental systems and tourists, and behavioral characteristics of tourists from different regions of the world
- 825-303 Airlines Reservation and Ticketing 2(0-4-2)**  
Knowledge of ticket reservation, issuing tickets and airline computer reservation systems such as AMADEUS system and ABACUS system

